

PRINTERS' INK

Registered U. S. Patent Office

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B. A. I. S. 1916 with N. W. Ayer & Son

The Present Tense

SELLING women the present tense is like holding up strange, new mirrors before them. Accustomed to believing that dreams come true only in vague, far-off to-morrows, they see themselves with happiness greater and sooner than they supposed.

The Woman's Institute of Domestic Arts and Sciences, Inc., Scranton, Pa., takes the wistfulnesses, the little strivings in the daily lives of schoolgirls, brides, sisters, mothers, and gives them shining visions, realized. Institute advertising directs their eyes over confining barriers of schoolwork, housework, business, into mirrors whose limitless depths reveal self, perfectly expressed. It has started lengths of colorful fabrics to shaping themselves under women's capable fingers . . . from the first bit of gingham, in the hands of the pioneer student eight years ago, to the composite wardrobes of 180,000 students now.

Quietly, convincingly, it has sold women their own To-days.

Conjugating business futures into present tense has been the work of Advertising Headquarters since 1869.



N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CHICAGO
SAN FRANCISCO



There is right now a
big rural market for
radio outfits, parts
and accessories.

Broadcast your ad-
vertising thru "SFP"

STANDARD FARM PAPERS

Two Million Farm Families "Listen In"

The Farmer, St. Paul
Established 1882

Wisconsin Agriculturist
Established 1877

The Breeder's Gazette
Established 1881

American Agriculturist
Established 1842

The Farmer's Wife
Established 1900

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886

Nebraska Farmer
Established 1859

**Birmingham, Raleigh,
Memphis, Dallas**



Wallaces' Farmer
Established 1895

Pacific Rural Press
Established 1876

Western Representatives:
STANDARD FARM PAPERS, INC.
Wallace C. Richardson, Mgr.
1100 Transportation Bldg.
Chicago

Eastern Representatives:
WALLACE C. RICHARDSON, INC.
95 Madison Ave.
New York City

April "RURAL MARKET" Out Today

PRINTERS' INK

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NEW YORK, APRIL 10, 1924

No. 2

Nine Ways to Get Buyers to Use Product Correctly

Many Large Companies Highly Value Some System of Consumer Instruction

By John Allen Murphy

I KNOW a young man who was recently married. For several weeks before the wedding took place he spent his evenings and Saturday afternoons preparing his new home. This young man is a typical New Yorker. In the twenty-five years of his life he never had been obliged to concern himself with the details of his parents' home. He knew nothing at all about putting up window shades, hanging pictures, managing an obstreperous furnace, putting together a new lawn mower, checking a laundry list, planting a tree, painting window screens, putting washers in faucets, painting a floor, etc.

After struggling for several days unpacking furniture, waxing his floors, manipulating a vacuum cleaner and doing similar things such as this, the young man in question became so discouraged that he was almost on the verge of deciding not to get married. He found that manufacturers, after all that has been said about the great necessity of furnishing adequate instructions for the use and care of a product, are still negligent in giving this information.

He bought an advertised waxer for his floor and was unable to put it together. He ruined his hands and his disposition in trying to put up a well-advertised brand of curtain rods. Every-

thing was new to this young man. He did not know how to do anything about the house. The manufacturers had assumed, I suppose, that everybody knows how to use their products and that it would be but to emphasize the obvious to explain how the product should be put together and then used. I am convinced that this is one of the great stumbling-blocks in the path of advertising. Advertising gets people enthusiastic about the product. They get enough money together to buy it and after they have it bought they use it so incorrectly that they do not get the full benefit of it, or else abuse it so badly that the product does not give them the service of which it is capable. Anyone can find examples of this by the handful within twenty-four hours if he will take the trouble to look for them.

I am sure that almost any manufacturer will agree with the foregoing statement. He will agree that the consumer should be shown how to use the product correctly. The chances are he will tell you that he is giving his customers such information. If he looked into the matter, though, probably he would find that his plans were not being carried out as well as he thinks. Most business men are likely to depart from fundamental policies a step at a time, without realizing it.

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Would it not, therefore, be a good plan for most of us occasionally to examine the platform of principles on which our businesses are founded, to see if we are living up to our plan? Some of these examinations will give us quite a shock when we find how far we have got away from basic policies. This matter of adequate consumer directions is a policy of this kind.

Did you ever try to plant a tree? If not, probably you think that everyone knows how to plant a tree. Nurserymen evidently think that planting a tree is a very simple job, but they are mistaken. It is a most difficult task. I planted many a tree incorrectly before I learned how to plant one correctly. Why, then, are there not more people who sell trees, shrubbery, rose bushes, etc., that tell their customers how these articles should be planted?

The Conard & Jones Co., of West Grove, Pa., well-known rose grower, guarantees its stock. There are no strings tied to its guarantee. The bush will be replaced if it does not live. I am sure the reason the company is able to give such a broad guarantee is that it furnishes specific instructions in intimate detail as to exactly how a rose bush should be planted. When these instructions are followed there is little likelihood that the plant will not grow. Is not the company, therefore, farsighted in furnishing instructions that make the growing of its product almost fool-proof? Isn't that the best way to back up a guarantee?

It is not only the uninitiated who fail to use products correctly. The abuse and misuse of all kinds of products, from milk to cameras, is widespread. So prevalent is this misuse that I am convinced that it is time for advertisers to give this question more serious recognition.

Advertising to get people to buy a product is necessary, but it should not stop there. There should be some money put into advertising that will teach those buyers how to use the product

after they get it. The mistake, as I have already intimated, is in assuming that the use of the thing is so simple that everyone knows it. This is far from the truth.

I was born and raised on a farm and am fairly familiar with things agricultural. Yet last year I made a most ridiculous mistake. I bought an automatic insecticide sprayer. When I failed to find any directions with the machine I was not worried, because I thought I was thoroughly familiar with the use of such sprayers. The first mistake I made was in trying to put the liquid into the nozzle instead of into the tank. The nozzle opening would only hold about a cup of liquid, whereas the sprayer was advertised to hold four gallons. I knew there must be something wrong, but could find no way to get the liquid into the tank. For several days I experimented with the sprayer every evening. I had about concluded that a defective machine had been sent to me and was on the verge of sending it back, when one evening I got the label on the sprayer so wet that it fell off. Lo! and behold, on the inside of the label, which had been pasted to the tank, was a full set of directions for the use of the machine. It was only by a miracle that I found them.

This sort of thing, let me repeat, is fairly common. What are we going to do about it? Something should be done. The companies whose methods I am going to tell about have recognized the existence of this problem and are dealing with it as they see fit.

Method No. 1: The use of booklets, folders, cards and direct advertising in general to tell buyers the right way to use the article they have purchased.

Take, as an example, the person who has bought, or has been presented with, an expensive watch. Most people do not give watches the care that they require. I have had a fine Swiss watch for a number of years and have always been dissatisfied with it because it does not keep as good



- A steadily increasing circulation for the past eighteen months.
- A consistent gain in advertising lineage over last year.
- An increasingly progressive editorial policy.

These indications of healthy growth are leading more and more advertisers to use the

Christian Herald

"In small towns where church homes dominate"

Present circulation 25,000 in excess of guarantee

time as a cheap alarm clock. Yet I am sure that the fault is mine. I am probably treating the watch like an alarm clock.

The Depollier Watch Co., Inc., of Brooklyn, which has been advertising its watches in a rather attractive way during the last year or two, gets out a booklet which is designed to give the owner of a Depollier instructions as to the proper handling of his timepiece. The company tells us that this booklet has been very helpful in getting people to look on their watches as something demanding care instead of something that can be thrown about carelessly. The booklet takes up such matters as the proper way to wind a watch, the necessity of keeping the works from being exposed, the damage that dropping does, and so on and so forth.

The Eastman Kodak Company, of course, has long been a past master at this art of getting people to use its product correctly. The instructions which it furnishes with its various Kodaks are so specific that there is little doubt but that the buyer will be able to use the product correctly if he is at all so inclined.

A STIMULANT FOR BUYER'S ENTHUSIASM

There is great need for instructions of this kind, because after the first enthusiasm is over, people are likely to grow lukewarm toward the product and not use it at all, particularly if their first attempts to use it have proved unsatisfactory.

The vacuum cleaner is another case in point. Every buyer does not know how to use this product. Most of the large companies, therefore, make it a practice to give specific instructions for the use and care of the cleaner. The United Electric Co., for instance, gets out three units for this purpose. Unit Number 1 is an envelope which goes with the cleaner and is delivered with it. The envelope contains a card with an eye, so it can be hung up, which tells how to use the Ohio Tuec. It also contains a folder which

goes into the use of the product more in detail. Unit Number 2 is a letter and card forwarded with a guarantee to the buyer. This second letter serves as a reminder that the Ohio Electric Cleaner must be taken care of properly. The letter suggests that the user give the machine three drops of oil in each of the two oil holes immediately after each time it is used. It makes other suggestions of a similar nature. Unit Number 3 is another reminder letter with a card and a multigraphed sheet of directions, similar to those sent in the first letter. These duplicate instructions are sent in case the owner of the machine may have misplaced the first ones. In addition to this printed matter, the Ohio salesman calls back after a few weeks to see that his customer is utilizing her cleaner to its fullest possibilities and to assure himself that she is securing satisfactory service from it. He takes opportunity at this time to remind the buyer personally of the major essentials in caring for and using her cleaner. He also shows her how to make the various adjustments, in case she may have forgotten the first demonstration.

The Smith, Hemenway Company, Inc., of New York, manufacturer of Red Devil Tools, issues folders which tell the proper way to use Red Devil Tools. For instance, one folder is devoted to the Red Devil glass cutters. This folder shows the proper method of cutting glass. Other folders are devoted to nail pullers, fence tools, chain drills, hack saws and pliers. These folders, while brief and to the point, are most helpful in their explanation of the use of the product.

The Rubberset Company, brush manufacturer, of Newark, N. J., does practically the same thing. It gets out little folders which concern themselves largely with telling how the brushes are made, and incidentally give some suggestions as to the use of the brushes.

Many manufacturers issue literature of this sort. The trouble is
(Continued on page 164)



“Gee! That’s got hair on it”

“Well, no wonder—look at that wicked driver of Ed’s.”

“Whatcha yelling about, infant. I haven’t any patent on it. You could get one like it if you’d loosen up and buy one.”

“Whered’ ja get it?”

“Down at Murray’s. Saw it first in **THE AMERICAN BOY**, then saw it in Murray’s window. She’s a pip too.”

Every boy’s as full of energy as a steam engine. And he’d blow up if he couldn’t let it out. Sports are the safety valve. Golf, baseball, tennis, swimmin’, football, hockey—each in its season is the outlet for his unremitting activity.

Half a million sports-loving boys, averaging 15½ to 16 years old, are regular readers of

**THE
AMERICAN BOY**
“The Biggest, Brightest, Best Magazine
for Boys in All the World”

They’re in the market for sporting goods 365 days a year—sporting goods of every variety. And always the very best they can afford.

Shoot for this trade with advertising in **THE AMERICAN BOY** and you’ll land on the green every time. Your card will show a flock of eagles.

THE SPRAGUE PUBLISHING COMPANY

(Member A.B.C.)

Lafayette Boulevard

Detroit, Mich.

Paris finds Charlie Chaplin as irresistible as does St. Louis

Stockholm dances to Irving Berlin's latest melody while it is still the rage in New York—

The familiar little Lux lady washes the same filmy garments in Amsterdam as in Chicago—

And the Cutex appeal to a love of daintiness and refinement is drawing the same quick response from English women as from American.

Racial differences of which we hear so much, and which seem so important, are on the surface—that is why we see them so clearly—why they bulk so large.

But down below are the fundamental likenesses—less easily recog-

nized, but more certainly the motives of action.

Recognition of this fact is gradually proving to business men that it is possible to find and play upon the great likenesses in human nature.

The problem of appealing to the inhabitants of Western Pennsylvania or to those of the Mississippi Delta is the same—a study of the article, its market, and its competition, and then with a knowledge of human reactions, planning the force that will sell it.

And the problem to be solved in selling abroad remains what it is at home, no more difficult—perhaps less.

The success in England and Europe of products advertised by the J. Walter Thompson Company—such as Sun Maid Raisins, Libby's Evaporated Milk, Swift's Premium Hams, Cutex, Odorono and others—is showing that the same appeal which sells goods here will sell them abroad—that an appeal based on the fundamental human emotions will draw a response with a certainty that can almost be predicted.

J. WALTER THOMPSON CO.

Advertising

NEW YORK

CHICAGO

BOSTON

CINCINNATI

SAN FRANCISCO

LONDON

Postal Pay Raise Will Mean Increased Postal Rates

As a Counter Proposal to Bills Now Before Congress, the Postmaster General Suggests Variable Scale of Increases to Meet Cost of Living in Different Localities

Special Washington Correspondence

LAST week, Postmaster General Harry S. New submitted to President Coolidge a plan for the readjustment of salaries of postal workers which provides for an increase in the rates of second and third class mail and parcel post. After a White House conference, it was understood that the plan has the approval of both the President and General Herbert M. Lord, director of the Bureau of Budget, as an alternative of the Kelly bill, which, the Postmaster General states, will cost the Government \$150,000,000 annually within two years, if passed.

There are now no less than four bills before Congress which call for general increases in postal salaries, and one that is intended to raise all of the necessary revenue by a tax of five cents on each package sent by parcel post. The Kelly bill, a House resolution, also introduced in the Senate by Senator Walter E. Edge, has been for some time before the joint subcommittee of the Committee on Post Offices and Post Roads, of which Senator Edge is chairman. This bill has had favorable consideration, and both committees are now working over certain modifications which are expected to assure the passage of the bill during the present session of Congress.

In opposing this legislation, the administration has tried to make it plain that it is not attempting to obstruct an increase in the wages of postal employees, but that its opposition rests upon the inequalities and unfairness of the bills. Last Friday, during a special interview, Postmaster General New said that certain classes of employees should receive more money, and that there should be

a readjustment to take care of abnormal living costs in certain communities, but that a general increase in salaries, such as the bills propose, would necessitate an increase in taxes or postal rates that would be burdensome to business and the public.

"The most important consideration," the Postmaster General continued, "is for the public to get the right idea regarding the proposition. I want to be absolutely fair, and I cannot say too much for the efficiency of the postal department and the fine and loyal spirit of its employees from one end to the other; but I'm convinced that any legislation that calls for increases that will total way over a hundred million dollars goes beyond the limit.

"It's not a matter of what we'd like to do. I'd like to see the boys get everything they want. But we look upon the department as a business proposition, and when you consider that the Postmaster General is charged with the responsibility of the management of a business that is now spending more than \$600,000,000 of the public's money, you must realize that it is his duty to look upon the matter from the public's viewpoint. It is not possible to put through any increase such as the one contemplated without making either a large increased schedule of charges for service, or subjecting the Treasury Department to a very large item that must be added to the tax budget.

"Although the statement has been credited to me, I never have said that the Post Office Department should be self-sustaining; I do not think that it should; but I am convinced that it is not sound business suddenly to increase, at this time, a deficit of about

What is the present population of Des Moines?

Every day or so some one inquires as to the present population of Des Moines. Perhaps the same question is in your mind.

The 1920 Federal census gave Des Moines 126,468. Certain facts prove to us that the present population is quite a little larger.

The average family consists of four persons. No family buys more than one copy of the same 10 cent Sunday newspaper. If you will now multiply the local Des Moines circulation of The Sunday Register by four persons, the result will give you an accurate estimate of this city's present population—

$$34,465 \times 4 = 137,860 \text{ population}$$

As a few local families do not yet read The Sunday Register, the present population of Des Moines is probably slightly larger than the above figure.

The Des Moines Sunday Register's Circulation, Net Paid Average February, 1924—

In Des Moines	34,465
Suburban	24,077
Country	75,751

Total 134,293
(99% in Iowa)

Map and statement of The Des Moines Sunday Register's circulation in over 1,000 Iowa cities and towns will be mailed on request.

\$30,000,000 to one approaching \$200,000,000. There is a strong demand from all classes of our population for lower Federal taxes. And any sudden increase in postal rates, sufficient to raise the contemplated necessary revenue, would tend to depress many lines of business with an unfavorable reaction against the public interest.

"I don't believe that it is just or fair to say to carriers and clerks in cities like New York, Chicago and Detroit that they must support their families on the same salaries that are paid to carriers and clerks in the smaller cities and towns where living expenses are much less. For some time the department has been working out a plan to offer increases that will equalize the earnings of certain classes of employees according to the cost of living in various communities. It is our intention that the increases be supplied by increasing the rates on several classes of mail. But before we can complete the plan and announce the increases I think that we should know the facts of postal costs, and make the facts fit in as nearly as possible with the principles of justice and good business.

STUDYING MAILING COSTS

"Since the first of last July, when \$500,000 appropriated by Congress for the purpose became available, we have been working on an investigation to determine the costs of carrying all classes of mail. This work, under the direction of Joseph Stewart, is a tremendous task and involves the careful examination of mail handled by 640 postoffices. There is a small army of accountants and others in the field, and about fifty men are very busily employed at the department in checking up the figures and reducing them to actual and average costs. The greater part of the work has been accomplished; but it will be about three months before we can hope to have sufficient data on which to base accurate cost estimates. Everything possible to facilitate the work

has been done; there is no emergency, and I do not believe that it is in accordance with justice to the people or in accord with the principles of good business to pass any legislation on the subject until our costs have been determined and the rates that show a loss can be increased intelligently."

On the same afternoon, Representative Clyde Kelly, who introduced the Kelly bill in the House, intimated that the department was intentionally delaying the cost findings to prevent the enactment of any of the bills during this session of Congress, and he declared that grave injustice was being done the men in the postal service that called for the immediate attention of the Senate and House.

"Since 1919," he said, "we've had a Joint Postal Commission, which was practically disorganized last July, after spending \$500,000 to study the costs of handling the different classifications and accomplishing just about nothing of any value. And today we know as much about costs of carrying the mails as we did five years ago.

"Objection is made to the proposed legislation by the Post Office Department because it is intended to increase salaries on the flat-rate basis. The other plan has been tried, and was in effect until 1907, when it was given up for the simple reason that it was not satisfactory. Seventy-five per cent of all clerks and carriers are located in the larger cities, where living costs are high, and any attempt to adjust compensation according to the living costs of communities will result in small savings and result in misunderstandings and confusion.

"There can be little doubt that parcel post revenues would pay the proposed salary increases if they were justly estimated. The law of 1913 requires the Postmaster General to revise rates of the parcel post to bring them up to the cost of operation. However, during the last ten years,

(Continued on page 145)

Milwaukee Radio Sales Are Booming Now!

Merchandising Radio Goods

Reliable authorities estimate that more than a hundred thousand families in this market will buy or build radio sets during 1924. These prospective purchasers of radio equipment are to be found among those who buy phonographs and records. The selling power of The Milwaukee Journal on merchandise of this kind is clearly shown by the following facts:

Eleven phonograph and record manufacturers advertised in Milwaukee newspapers in 1923. Each used, on the average, almost 10,000 lines of Journal space.

The following 7 advertised exclusively in The Milwaukee Journal—

Vocalion	Cheney Records
Sonora	Cameo Records
Okeh Records	Odeon Records
Puritan Records	

—and the remaining 4 firms invested 50% more money for space in The Milwaukee Journal in 1923 than in *both* other Milwaukee papers combined—

Brunswick	Victrola
Columbia	Victor Records

The Milwaukee Journal

FIRST—by Merit

Get Your Share—Write at Once for Details!

Radio

Its Market Place

During March, 1924, the Chicago Herald and Examiner carried more National Radio Advertising than any other two Chicago newspapers combined.

It's leadership over the second Chicago newspaper on total radio advertising—national and local combined—was 14,080 agate lines.

*Write for "Plan for Securing Distribution,
Dealer Cooperation and Consumer Demand for Quality Radio Apparatus at
Minimum Cost"*

Chicago Herald

NEW YORK: 1819 Broadway

Advertising!

... in Chicago

Below are the National Radio *lineage figures of Chicago newspapers for March, 1924:

	Agate Lines
HERALD AND EXAMINER	31,465
Daily News	19,294
American	11,327
Tribune	9,987
Post	4,654
Journal	662

The market place for Radio
Advertising in Chicago is
the Chicago Herald and
Examiner!

*The figures used in this advertisement furnished by the Advertising Record Co., an independent audit bureau supported by all Chicago newspapers.

and Examiner

SAN FRANCISCO: Monadnock Bldg.

A Show Window With A Million Lookers

That the world is "picture minded" is proved by the instant popularity achieved by The Chicago Daily News' Saturday Photogravure Section.

Here is Chicago's greatest "show window" for pictures of interest, beauty and value. The unequaled beauty and fidelity of reproduction in this section make it especially valuable for the pictorial representation of high class merchandise. This section of compelling pictorial charm effectively reaches the great majority of financially competent citizens of Chicago and its suburbs—embraced in the 400,000 circulation—1,200,000 daily readers—of The Daily News.

Here is the ideal means of exploiting high class merchandise in Chicago—beautiful display, plus the tremendous selling influence of

THE
CHICAGO DAILY NEWS
First in Chicago

Shall Advertising Walk in Stocking Feet or Hob-Nailed Boots?

Plenty of Examples May Be Found of Copy That Treads Lightly, Yet Not Too Lightly

By Ray Giles

ABOUT two weeks after I wrote "How Much Should the Salesman Talk about the 'Other Fellow's Line'?"* an old acquaintance dropped in to tell me that he had turned in his resignation as advertising manager for a company which is one of the leaders in its field. "You ought to be able to appreciate my reason," he said, "after writing about competitive salesmanship." And then he went on somewhat in this fashion:

"After two years of scratching around with our advertising agents, we discovered a real talking point that was easy to put into print. It came out of one of the basic manufacturing policies of the company.

"In our line there is a great deal of buying indifference so far as a definite brand is concerned because all articles of this type look so much alike. It's much the same condition that holds true with shoes, automobile tires, luggage, and other classes of merchandise where sizes, appearance, and manufacturing methods are highly standardized—at least so far as the average customer is concerned.

"Well, we were naturally all het up over our discovery that we really had an interesting and convincing reason for winning preference over competitive products. I worked and worked over the idea to get it compressed into forty or fifty words. Then I tried it out on typical consumers. I got one dealer who was strong for us to let me pass the good words on to his salespeople, so that they could use them on customers. And the darned thing worked. It was nearer 100 per cent effective than I ever thought

any selling talk in our field could be.

"So after proving it out as thoroughly as possible, we used it as a basis for some advertising copy. But the folks higher up felt that they couldn't approve it because it involved some direct comparisons with other products in the field. They are perfectly sincere in wanting to do the right thing, and I won't say that they are wrong in their attitude. But I simply feel that the advertising can't get very far on general statements, and as I'm young and hot-headed I decided to quit."

CHARITY BEGINS AT HOME

In the course of attempting his competitive advertising, the advertising manager ran into these comments or conditions. Every one of them may or may not be justified.

The company belonged to an association of manufacturers in its field. It felt that other members would be upset if they saw advertising which made some rather blunt comparisons, regardless of the fact that these comparisons were entirely justified and made in such a way that no reflection was cast upon specific brands.

There was the question, "Isn't it better not to make any reference at all to competitors?"

There was the fear that comparisons might be misconstrued as "knocking."

Right or wrong, there seems to be in business a very large class of men whose entirely commendable desire to be fair results in their being unnecessarily soft-hearted toward the other fellow and not quite fair to themselves. Is this tendency responsible for some of the prosaic copy we see?

*PRINTERS' INK, Feb. 28, 1924.

If so, attention is respectfully called to the maxim, "Charity begins at home." A man's first business obligation is to the members of his own commercial household!

PHRASES THAT SIDE-STEP

The old school of advertising in which everything was "the best," "the cheapest," "the purest," is on the down-hill grade. The old way of writing copy, as one man puts it, was to see how many "ests" you could get into every paragraph.

Today we are all agreed that it pays to be specific. But specific copy can often come only from making comparisons. And yet a study of current advertising will show only too plainly how chary many advertisers are about coming right out with their real convictions and some information in to which human teeth may be sunk. Here are a few phrases which show what happens when the direct comparison is side-stepped.

From one advertisement:

"Compare ——— with ordinary products. You will immediately notice the difference." The product advertised has scores of competitors. Two thoughts arise: Must I buy them all to see why yours is better?—and—What do you mean by "ordinary"—every other product?—or only the ones selling at lower prices?

"For a better ——— buy a ———." So runs another comparison on pussy's feet. "Better" why? "Better" what? "Better" how?

Another common way of putting it is, "The ——— is different," and even "So distinctively different that you will wonder how you ever did without it."

And, "Don't confuse this with common substitutes." Well, how can I help it if you don't give me some clue to indicate where the difference lies?

Yes; the fear of direct comparisons has been father to some grand old advertising bromides.

Marmon automobile took a

grand ride roughshod over some of these weak, general comparisons in a recent advertisement which carries the heading "Let Sanity Prevail," and which says in part, "A manufacturer, whose car sells for less than \$2,000, says, 'The standards of yesterday fade by comparison.'"

"Another in the \$1,500 class claims, 'The most outstanding values in the world.'"

And very properly the Marmon advertisement continues, "In the face of this country-wide orgy of sloganeering, of competitive claims and counter-claims, obviously there is nothing left for the prospective buyer of an automobile to do but fall back on his own judgment, and on his own personal knowledge."

Which serves to emphasize the fact that comparisons are better left out of advertising unless coupled then and there with the facts that justify them.

The radio epidemic gives a broad hint that the grand old shopping instinct is not confined entirely to the fair sex. It is extremely suggestive to listen on the way home to those conversations of typical male "consumers" as they describe their daily shopping trips for tubes, batteries, and loud speakers.

Perhaps the writer of a recent Jewett advertisement had this shopping instinct in mind when he took off his carpet slippers and let the clatter of his heavy-soled boots sound all over the house. The text reads:

This \$1,065 Jewett has a larger motor than Bill's car that cost \$1,790. Rather a surprising discovery until you find that there are a dozen cars, costing more than Jewett, yet giving you smaller motors. Think of this before you buy. See how Jewett's motor fills the hood. Compare its 3¼ by 5 inch cylinders—249 cu. in. piston displacement—with other motors.

You see now why Jewett takes most any hill in high—passes most any car anywhere—picks up from five to twenty-five miles an hour in seven seconds in high. It walks along at two miles an hour in high—or goes sixty or more. Seldom is gear changing necessary, and then it is effortless. BIG SIX performance!

The new Jewett is as dependable as it is delightful. It is stoutly built; weighs 2,805 lbs. Has six-inch deep

frame, Paige-Timken axles. Jewett's bodies are as roomy as the largest. Yet Jewett parks in 16½ feet; turns in narrow streets; requires less garage and alley space. We say of Jewett—in all the world no car like this!—because its combination of fine qualities and advantages has no equal. Some of them you can buy at \$700 to thousands more, but then at the sacrifice of convenience and economy. Jewett, remember, costs but \$1,065.

Another recent Jewett advertisement reads in part:

Compare Jewett with higher-priced cars—Twelve well-known sixes, five to sixteen inches longer than the new Jewett, have motors smaller than Jewett! Their prices are \$1,535, \$1,790, \$1,185, \$1,650, \$1,675, \$1,785, \$1,395, \$1,335, \$1,485, \$1,295, \$1,590, \$1,595.

To buy a car combining Jewett's mechanical superiorities—weight for length—249 cu. in. motor—and Jewett's power for weight—all the world offers you but cars of far higher price—from \$1,750 to thousands of dollars.

For specific information these plain comparisons are certainly far more interesting than many of the more general automobile advertisements that get into print. And even the Marmon crusader can hardly take exception to the way the Jewett copy is worded.

The advertiser who realizes that stocking-foot advertisements can seriously discount the value of his advertising appropriation may do well to consider the "demonstration technique" in copy.

A Barreled Sunlight advertisement employs the good old microphotograph method, which has proved itself sound through many years. Under one circular photograph resembling the rocky road to Dublin we read:

Ordinary Flat Finish White Paint. This photograph was taken through a powerful microscope. It shows clearly why ordinary flat finish white paint collects dirt so readily. Its surface is not really smooth but actually rough and porous.

Then below another photograph appears this comparison:

Barreled Sunlight. This photograph, taken under exactly the same conditions, shows Barreled Sunlight magnified to the same high degree. Notice the astonishing contrast. The smooth, even finish of Barreled Sunlight resists dirt and can be washed like tile.

A Martex Towel advertisement employs a similar device with these comparisons:

Why Martex Towels Do Wear Longer. Magnified underweave of Martex Towel. A firm, close-knit fabric that wears well and costs least in the long run. Compare with semicircle at right.

Why Bargain Towels Cannot Wear Well. Equally magnified underweave of a cheap Turkish towel. See the loose, coarse, weak weave. Wears out fast. Compare this with semicircle at left.

IMPLICATION

Implication is another point to consider in the technique of making comparisons. Notice this implication from Victor:

Rachmaninoff knows music; knows how to compose it, how to play it—and how it should be produced. It is significant that in the light of *previous experience* he chose the Victor to reproduce his art.

The italics are mine. What *was* Rachmaninoff's "previous experience"? I don't know. But it certainly sounds as though he had made records for someone else and decided that Victor could give him better reproduction, doesn't it? And then the hobnails sound even louder on the highway when Victor declares, "In buying a talking machine, consider that you must choose the Victrola or something you hope will do as well. . . ."

Implication again avoids direct comparison when the American Sole and Belting Leather Tanners remark, "Then, too, leather soles and heels are *safe*. Even in wet weather they do not slide on slippery sidewalks."

Here is a simple piece of comparative copy which wastes no words and presents a couple of excellent pictures to the imagination:

Never before have you bought so much electric cooking service for \$4.95. The Hotpoint Electric Stove gives you nearly *twice the heating surface* of most stoves. It does *real cooking* in a real way.

The Hotpoint Stove delivers *more concentrated heat* to the cooking vessel than most stoves. Quicker heating and better cooking.

The Hotpoint Heating Element is quickly removed for cleaning. (*A hard job with most stoves.*)

The legs of the Hotpoint Stove are firmly riveted on at the factory. (*No bolts—nothing left for you to do about it.*)

The Hotpoint Stove has fibre feet—always cool. (Metal feet often leave heat marks on a varnished table.)

The Hotpoint Stove has a removable plug. (Most stoves are permanently

connected—someone has to jump up and disconnect from the main socket.)

Chrysler evidently doesn't mind using implication if we are to judge by this:

In the Chrysler Six, vibration is not smothered.

It is eliminated.

That is a literal statement.

Archaic engineering (archaic in the fast moving science of motor car design) merely broke up the force of vibration.

Instead of the chug-chug-chugging vibration of ten or twenty years ago, it was ordinary to make it over into the ping-ping-ping type of recent years.

Adding cylinders, doing things to the crank-shaft, speeding up motor operation, cutting the weight of moving parts 'way down, were the methods used.

They all belonged to the smothered school of engineering.

There is no need to slam-bang the other fellow in advertising copy. Sometimes the comparisons can be expressed in terms of "exclusive features." Example: "Only in So-and-so do you get this, that, and the other feature."

Testimonials enable the advertiser to utilize comparisons made by supposedly dispassionate outsiders. Perhaps this is why testimonials have been recently used by such gentlemanly advertisers as Packard and Peerless.

At times, also, the outside authority can make forceful comparisons which would not carry so much weight if they came direct from the advertiser. There is a hint of the possibilities in this extract from an advertisement printed by the Wamsutta Mills:

One hundred times through a laundry is equivalent to four years washing at home. Yet at the end of that time Wamsutta sheets are stronger and lovelier than ordinary sheets when new.

The famous economy test conducted by Professor E. B. Millard of the Massachusetts Institute of Technology has proved this beyond a doubt. It establishes for all time the distinctly superior wearing qualities of Wamsutta sheets and pillow-cases.

Yes; comparisons may be odious, but, on the other hand, nothing is great or small except by comparison!

Chicago Advertising Women to Hold Dance

The Women's Advertising Club of Chicago will hold a dance at the Congress Hotel, Chicago, on April 25.

Plan National Campaign for Fruit Graders

The Cutler Manufacturing Company, Portland, Oreg., is extending its business to the national field this year. This concern manufactures fruit graders. It believes that scientific grading of fruit in the Pacific Northwest has caused the Eastern grower to recognize the advantages of better grading and created favorable market conditions for its product. The company's advertising plans call for the use of Eastern farm papers and fruit magazines. The Joseph R. Gerber Advertising Company, Portland, is handling this campaign.

Clark Equipment Company Appointment

The Clark Equipment Company and Clark Tractor Co., Buchanan, Mich., manufacturers of axles and industrial gasoline vehicles, have appointed The Potts-Turnbull Company, Chicago advertising agency, to direct their advertising. A magazine and business-paper campaign is planned.

F. W. Prescott Joins The Greenleaf Company

Frank W. Prescott has joined the service department of The Greenleaf Company, Boston advertising agency. Mr. Prescott recently was with the Babson Institute, Wellesley Hills, Mass., directing sales and advertising and was formerly in advertising agency work.

New Accounts for Vanderhoof Agency

The advertising accounts of the Burdick Cabinet Company, Milton, Wis., and the Acme International X-Ray Company, Chicago, have been placed with Vanderhoof & Company, Chicago advertising agency. The advertising plans of these accounts call for the use of business papers.

Sampeck Clothes Account for Sherman & Lebar

Sampeck Clothes, Inc., New York, has placed its advertising account with Sherman & Lebar, Inc., advertising agency of that city. A campaign is now starting on "prep," boys, and juvenile clothing which will be extended throughout the country in metropolitan newspapers.

Buxton Keytainer Account for J. Walter Thompson

Buxton, Inc., Springfield, Mass., manufacturer of Buxton Keytainers, has appointed the J. Walter Thompson Company, New York advertising agency, to direct its advertising account.

Selling Paints and Varnishes in Philadelphia

Philadelphia is America's third largest market for paint; there are half a million separate dwellings in and about the "City of Homes" and uncounted factory buildings in "America's Workshop."

Three hundred and thirty-six painting contractors are kept busy with their gangs of men in re-painting Philadelphia's buildings and hundreds of thousands of individual home owners do their own inside and outside painting and varnishing.

How many of them go into Philadelphia's 155 Paint and Oil and 633 Hardware and House-furnishing stores and say: "Give me (your name) brand of Paint"?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

Net paid circulation for the year 1923—

505,035 copies
a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.



NEW YORK

814 Park-Lexington
Building
(46th & Park Ave.)

DETROIT

C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Blvd.

LONDON

Mortimer Bryans
125 Pall Mall, S. W. 1

CHICAGO

Verree & Conklin, Inc.
28 East Jackson
Boulevard

SAN FRANCISCO

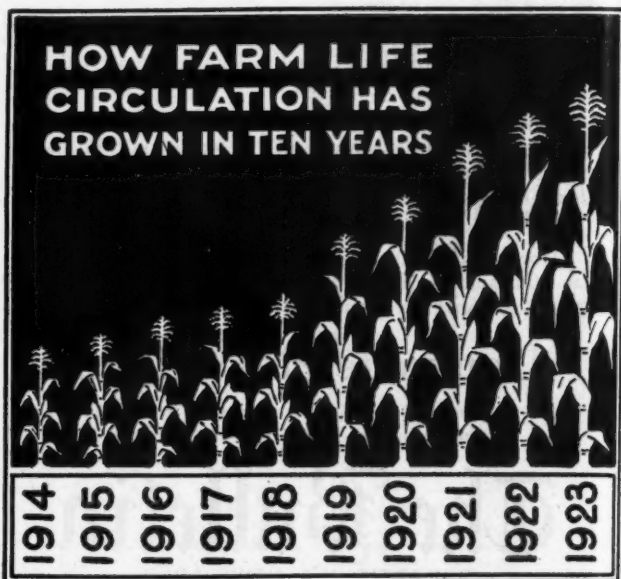
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

PARIS

Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1924—Bulletin Company)

Here's What a a Month



The chart above illustrates the remarkable growth of Farm Life circulation in the past ten years. The 1924 figures will be well over the million mark — "truly National."

SPENCER, IND.
Farm Life

a MILLION Really Means

The chart shows how Farm Life circulation has grown past the million mark—to reach one out of every six farm homes in every part of the country. A million farm circulation means a million families—over five million people. But no chart can tell you the story of how this optimistic, cheerful, farm publication has made its friendly way into the hearts of millions of readers to the place where it must not only grow in circulation but in the actual dollars-and-cents returns to advertisers. “A Million a Month,” means more for us, more for YOU, more for every reader.

This is the second of Farm Life's weekly messages to the space buyer. Any Farm Life representative will give you complete facts and figures or ask for our Monthly Bulletin.

FARM LIFE PUBLISHING CO.

Wm. M. Taylor, Advertising Manager,

SPENCER, INDIANA

The James M. Riddle Co. Advertising Representatives
New York Chicago Detroit Atlanta St. Louis
Kansas City San Francisco

SPENCER, IND.
FarmLife

At Thirty-five Cents



The proof of a magazine is in the reading. That's why nearly a million and a quarter people buy Cosmopolitan voluntarily at 35c a copy.

Cosmopolitan

The proof of a magazine is in the reading.

35 Cents

Another

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Reaching the Neglected Eighty Per Cent of the Market

Another Old Concern Finds It Has Not Been Getting All the Business to Which It Is Entitled

By Martin Hastings, Jr.

THE Stanley Works, of New Britain, Conn., is one of the largest hardware manufacturers in the world. It makes a most complete and elaborate line of tools—probably the most extensive hardware line in existence outside of the builder's hardware field. And yet it is a startling fact to record that the company achieved its success and attained its present size by catering to only 20 per cent of its market. Of course the company did not know this until recently. In making a high-grade line of tools and in selling them largely to the artisan, it had assumed that it was naturally catering to its best market. The company discovered, however, that 80 per cent of the country's tool market is in the household. The average hardware merchant does four-fifths of his tool business with the householder and one-fifth with the artisan.

The Stanley Works has set out to remedy this situation. It has devised a set of thirty-two of what is now known as "Four-Square Household Tools." Each tool is of good quality; is priced at a popular figure, and is designed especially to meet the needs of the man of the house who needs a tool only occasionally. This Four-Square line is to be advertised in a consistent way to the consumer. The campaign starts this week.

The artisan, whether he is a carpenter or mechanic, demands a much different kind of tool from what the householder wants. In the first place, his tools must have a finer adjustment. His work requires precise tools. The carpenter takes exceptionally good care of his tools after he has purchased them. Because of this care he may use the same saw or plane or hammer for the

best part of his life. The householder does not give any such care to his tools. He will let a saw lie around in the garage all winter and when he wants to use it in the spring he will find it so rusty that he is obliged to buy a new one. With this in mind the Four-Square line has been designed with the thought that it must be as nearly fool-proof as possible. The planes, for example, are not adjusted as finely as are the planes that carpenters use. The tools are finished so as to make them as impervious to rust as is practicable.

This Stanley campaign has been under way for two years. The company gave a great deal of thought to the practicability of a short line of tools intended for household use. A thorough investigation was made of conditions in the hardware trade and it was determined that there was an opportunity to sell a line of household tools. The determination of the company to market such a line became all the more pronounced when the investigation disclosed, as we have already intimated, that 80 per cent of all tools being sold were going into the household. It was found that the man of the house was buying his tools without very much knowledge as to just what he wanted. He did not know, for instance, whether he wanted a sixteen-ounce hammer, a fourteen-ounce hammer or a twelve-ounce hammer. He did not know what kind of plane he wanted, or bit and brace, or screw driver, or level, or whatever it was he was buying. This lack of knowledge on the part of the buyer caused the hardware merchant a great deal of unnecessary work and time in making a sale. If a buyer asked

for a screw driver, for instance, the hardware man showed him the ten or twelve different kinds that he had, and then had to explain the difference in these screw drivers and which one would be best suited for the needs of the householder.

In the Four-Square line the articles selected for inclusion have been simplified to meet the peculiar need of the householder and to make it easy for him to buy. The idea is making a big appeal to the retailer for this very reason. All he has to do is hand out a hammer or saw or axe when the buyer asks for it and does not have to go to the trouble of explaining all about it. It is expected that the Stanley Works advertising will sell a buyer before he comes into the store and save the dealer from doing all of the explaining that he had to do in the past.

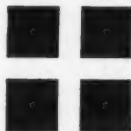
After the designing of the line, which consists of thirty-two pieces, but including twenty-one different kinds of tools, the next step was to mark these products so that the householder could quickly identify them. This was done by placing the name "Stanley" and the red Four-Square on each tool. The mark was placed not only on the packages, but on the tools also. Each tool is individually packaged and bears the new design. The line is tied together by the uniform marking and a uniform package. It is not necessary, however, for the buyer to take the whole line. He can buy one at a time. There is a price tag bearing the retail price at which the tool should sell on each package.

After the line was ready the next step was the merchandising

of it to the hardware trade. A campaign for this purpose was started on February 18 and was kept up at intervals of about six days, until the start of the consumer campaign.

In order to help its regular salesmen as well as the jobber salesmen to introduce this new line of tools, the Stanley Works established a Four-Square School

STANLEY



A New Product, and a New Mark

Today Stanley announces a new line of 32 Four-Square Household Tools.

The first complete line of tools built especially to answer the present needs of the householder.

Each is of high quality, popularly priced, and designed exactly to meet the new and then needs of the average household.

They are handsomely finished in black, and are of a weight and size which careful study has shown to be correct for use around the home.

Each tool bears the name STANLEY for your protection, and the Red Four-Square Mark for immediate identification.

Each tool is individually packaged, and bears its own retail price tag.

STANLEY
NEW BRITAIN, CONN., U.S.A.



FOUR-SQUARE HOUSEHOLD TOOLS

DIRECT NEWS COPY TO THE GENERAL PUBLIC—THE 80 PER CENT CONSUMER—ON THE NEW HOUSEHOLD TOOLS

for junior salesmen. A competent instructor was put in charge and a course of three weeks' study was given. These Four-Square men are now out in the field, assisting the Stanley Works' regular salesmen as well as the jobbers' salesmen.

The initial consumer advertising is in colors. One of the first advertisements is reproduced herewith. Consumer advertising such as this is backed up by a very complete dealer merchandising plan. For the dealer's use there are window trims, counter display cards, newspaper electro-

The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis



**Newspaper
Magazine
and Street Car
Advertising**

**Publicity and
Merchandising Counsel**

types, window decalcomanias, large reproductions of magazine advertisements, street-car cards, booklets, poster stamps, etc.

The window trim is unusually elaborate. It is flexible, thus being adaptable for either the small or large window. It is lithographed in nine colors. One of the novelties in the window trim is a set of characters which include father, mother, daughter, son and even the family dog.

The Stanley Works is offering this line only in addition to the regular line. It is not abandoning the artisan or the mechanic. It is going to continue catering to him and in addition is going from now on to cater to the householder as well.

The Stanley company is in an ideal position to make an experiment of this sort. It has practically universal distribution throughout the United States. It has been selling through the jobbers to the retailer for over seventy-five years, and thus has established an excellent system of distribution. Both the jobbers and retailers are accepting this new proposition because it seems to offer them an opportunity to develop a tremendous tool business with the home. Several tool specialty manufacturers have already developed a splendid outlet in the home. The same chance apparently exists for an entire line of tools.

Jewelers Seek Funds for Three-Year Campaign

THE National Jewelers Publicity Association, with headquarters at Newark, N. J., is endeavoring to raise \$1,000,000 to finance a three-year advertising program. Financing a one-year advertising campaign for an industry or a trade, the jewelers believe, is not sufficient to give the proposition a fair trial.

Subscriptions to this three-year fund are sought from the manufacturer and importer down to

the retailer. Pledge cards are being used providing for payment of the contribution in three annual instalments. Pledges are not binding unless the entire amount is subscribed.

According to present plans, most of the money pledged will be spent for national magazine and newspaper advertising to create a demand for all articles sold in jewelry stores. The copy will endeavor to make jewelry buying an all-year-round proposition rather than seasonal or holiday.

SLOGAN TO BE GIVEN PROMINENCE

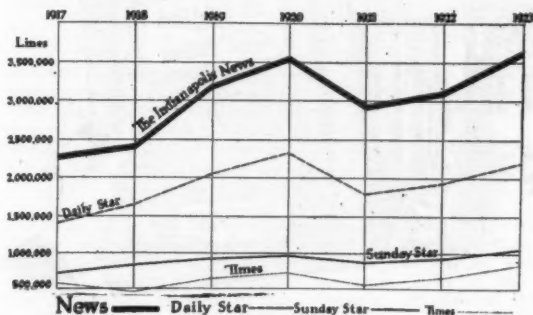
The slogan "Buy Gifts That Last" will be emphasized throughout all of the advertising copy which will be handled by the headquarters of the association. This headquarters will also co-operate with and encourage manufacturing jewelers to advertise nationally and will also co-operate with individual jewelers in their local advertising plans.

Window display plans that will tie up with the national campaign will also be prepared. Retail sales plans are part of the program.

The executive committee which has charge of raising the \$1,000,000 fund, and will also have charge of disbursing it, according to the three-year program, includes the following:

P. J. Coffey, chairman, J. A. & S. W. Granberry, Inc., Newark, N. J.; M. L. Robbins, vice-chairman, Untermeyer, Robbins & Co., New York; Harvey E. Clap, treasurer, Hess & Culbertson, St. Louis; Henry R. Arnold, D. C. Percival & Co., Boston; Louis D. Barrows, H. F. Barrows Co., North Attleboro, Mass.; Lee Reichman, Reichman Bros., New York; Guy V. Dickinson, Elgin National Watch Co., Elgin, Ill.; Harold F. Sweet, R. F. Simmons Co., Attleboro, Mass.; Charles A. Whiting, Whiting & Davis Co., Plainville, Mass.; Henry G. Thresher, Waite, Thresher Co., Providence, R. I.; Sidney Y. Ball, Norris, Alister-Ball Co., Chicago; David Belais, D. Belais & Co., New York; T. L. Combs, T. L. Combs & Mazer Co., Omaha, Nebr.; Milton L. Ernst, New York; A. A. Everts, Arthur A. Everts Co., Dallas; J. J. Sommer, J. J. Sommer & Co., North Attleboro, Mass.; Edwin Massa, Bauman-Massa Jewelry Co., St. Louis; George G. Gambrell, Eisenstadt Manufacturing Co., St. Louis, and Edward H. Hufnagel, president, National Retail Jewelers Association.

CLASSIFIED LINEAGE



The Infallible Index

WITHOUT any of the statistics, millines, or subtle analyses of reader interest which you use to judge an advertising medium, plain, lay citizens of Indianapolis placed 566,516 classified advertisements in the six issues per week of The News last year, using total space of 3,682,257 agate lines.*

They wanted their advertisements in The News because they knew from *the reader's standpoint* that News advertising is most effective. If you would advertise to them, do so in the medium they have shown they prefer.

The News alone can carry any advertising load in Indianapolis.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

*During 1923, censorship of display advertising in The News eliminated a potential volume of 669,336 agate lines, most of which was accepted by other local papers. No record of unacceptable classified was compiled, but the same careful supervision is maintained to exclude misleading and fraudulent copy from the classified section. During the past ten years, potential revenue from available censored advertising has amounted to more than \$1,000,000.



Here Are New and Valuable Facts About One of America's Greatest Markets ~ and how to sell it

Here in this book, "St. Louis and the 49th State," just published, are new and valuable facts and *all* the facts about St. Louis and the surrounding territory as a market for your product. Facts never before compiled or published!

This analysis is based upon an impartial survey conducted by the Research Bureau of the D'Arcy Advertising Co., St. Louis. It deals with the circulations of the St. Louis newspapers, the reading habits of their readers, and the degree of public acceptance accorded to each paper.

Magnitude of the St. Louis Newspaper Survey —80,797 Effective Interviews!

Months of field work by an army of fifty highly trained investigators were necessary. . . . 110,000 of the 226,224 homes in the district were called upon. . . . Practically one hundred square miles of territory covered thoroughly. . . . 80,797 effective interviews obtained—one for every third home in the entire area!

The results—1,200,000 facts—were secured, tabulated and analyzed under the complete supervision of a large organization especially fitted for the work—unprejudiced and unbiased!

St. Louis Globe -

St. Louis

F. St. J. Richards, New York
Guy S. Osborn, - Chicago
J. R. Scolars, - - Detroit

A True Picture of Public Opinion

In words, photographs, drawings, charts and maps, "St. Louis and the 49th State" presents a true picture of what the million people of Metropolitan St. Louis think of their several newspapers—How they choose them . . . why they prefer one to another.

Reaching the Purchasing Power of Metropolitan St. Louis

Here, too, is the first real thorough analysis ever made showing the concentration of purchasing power in this responsive market—in the high ranking mass-class section—based on the weighted average of eight primary economic characteristics.

Whatever you desire to know about Metropolitan St. Louis is here at your finger-tips.

The New St. Louis

Here, also, are the facts about the New St. Louis—a great, progressive metropolis in the center of the main producing area of the United States. The logical central market for practically 70% of the country's agricultural products, 75% of the lumber and forestry products, 60% of the minerals, and 70% of the petroleum. Know this market! Sell it!

The 49th State—

A Market of 4½ Million People

Spreading out 150 miles in every direction from St. Louis, its natural trading center, is a great new commonwealth known as the 49th State.

Within this circle, not including St. Louis, are 4½ million people—over 1,100,000 families—

A rich market! The very center of the Mississippi Valley!

Here is tremendous buying power! A large market naturally concentrated and reached every day by St. Louis' one morning newspaper, The Globe-Democrat!

If you are seeking a market particularly adapted to efficient sales effort, center your efforts on the 49th State! It is easily and quickly covered! Selling costs are low!

"St. Louis and the 49th State"

Sent to Executives

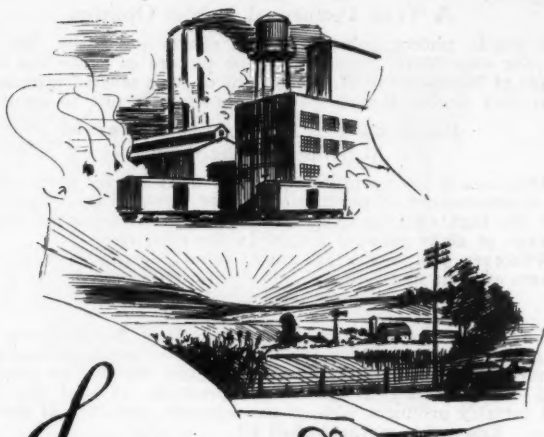
The book, "St. Louis and the 49th State," together with booklets giving a detailed description of how The St. Louis newspaper survey was conducted and "How the People of St. Louis Choose Their Newspapers," have been mailed to certain executives of manufacturing concerns, selling organizations, advertisers and advertising agencies throughout the United States.

Executives who did not receive them, and are interested in the sales opportunities of this big, responsive market, may obtain copies by requesting them on their business stationery. At last, in one large market at least, facts have supplanted guesswork!

Globe-Democrat

Largest Daily

C. Geo. Krogness, - - - - - San Francisco
Dorland Agency, Ltd., - - - - - London
Asso. American Newspapers, London and Paris



Indiana Wealth

DIVERSIFIED industries and rich farm-lands are the basis of Indiana wealth. More than 8,000 factories contributed to a two billion dollar production figure in 1923. The total value of farm

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

products approached a quarter billion. There is a single and direct avenue to the key-points in this flourishing region.

THE STAR is preferred in Indiana for financial advertising.

THE INDIANAPOLIS STAR

Kelly-Smith Co.
Marbridge Bldg., New York
Lytton Bldg., Chicago

FOREIGN REPRESENTATIVES
Gravure Service Corp.
25 West 43rd St., New York

R. J. Bidwell Co.
742 Market St., San Francisco
Times Bldg., Los Angeles

The Value of an "Open Door" Policy for Purchasing Agents

Beware of the Seller's Day of Retribution If the Door Is Always Closed

By James A. Worsham

Treasurer and General Manager, The Maroa Manufacturing Company

SEVERAL years ago I walked into the main office of the owner and buyer for a chain of businesses which used the kind of machinery we manufactured. I knew at the time that they were in need of our equipment. This owner was reading the morning paper when I walked in. The opening and shutting of the door and my presence didn't seem to disturb him in the least.

He never even as much as glanced up from his paper. Not a word of greeting—not the slightest indication that he knew I was anywhere about. I might have been 100 miles away for all my presence seemed to count with him.

Very deliberately he would turn page after page of his paper and go over each item with all the painstaking care that the most momentous legal document might require. If he had been spelling every word as he went along he couldn't have proceeded slower.

When I said: "Good morning," there was no response. My observation about the weather failed to elicit any acknowledgment.

A carefully chosen brief statement of the reason for my presence seemed to fall on deaf ears so far as being able to get him to look up was concerned. Other pointed questions and comments of mine went unnoticed and unanswered.

I have gone up against many grumpy buyers but this man was the first who seemed to be indulging in either a "silent hour" or a strike on talking. His very insulting indifference and aloofness dug into me deeper than violent language might have done.

After more than fifteen minutes of this drama, with myself taking all the speaking parts, I snatched up my grip and left him alone with his business.

Two weeks later my firm received a letter from one of this man's managers at another point, asking for a salesman to call.

"I'll take care of that," I said grimly.

No orders developed from that trip but out of it grew a move on the part of that firm which compelled legal action on our part for damages. Had we been dealing with anyone else the matter could have been adjusted, I believe, for less than \$100. But we let the law take its course and it cost the owner of that firm \$800.

In other words he paid \$700 for his discourtesy to me that morning.

The pity is that this man doesn't know to this day how much he paid for his unprincipled action in ignoring my very presence.

THE BUYER PAYS FOR DISCOURTESY

And this is the vulnerable point about this whole "closed door" and "in conference" system.

You pay for the privilege but may not know it.

When salesmen call on me there are several things I always do. I see them promptly—listen to them courteously and then decide and if necessary tell them *why*. But I do more than this. I take a few minutes of each salesman's time to let him know what *we* have to sell.

I do not expect to sell him anything, but I have discovered that a salesman is a mighty good walking advertisement and goodwill builder. It might surprise the "closed door," "in conference" purchasing agent how much business we can trace to this friendly relationship with the salesmen who call on us.

If time permits I even take a salesman through the plant and

show him our machines and explain their uses. Perhaps I also give him a small sticker photograph of one of our machines.

We make a machine for cleaning the mortar off used brick. When buildings are torn down or there is a fire, and brick buildings are demolished, these machines are bought to reclaim the used brick. Many of our sales are traced directly to "Jones, traveling for White and Company, told me you make a machine for cleaning the mortar off used brick." We also make machines for loading grain into railroad cars without scooping in the car.

An elevator burns down. Some friendly traveling salesman waiting for a train walks over and noses around the ruins. Perhaps he sees the owner. In sympathizing with him he very often says: "Why don't you get a Boss Car Loader to handle your grain until you rebuild?"

It is not an unusual occurrence to get a telegram, sent collect of course, but very highly appreciated, telling us about the prospect. Would they do that if they hadn't been properly received in our buyer's office? Can an "in conference" type of buyer ever hope to cultivate this valuable good-will?

I am acquainted with a flour manufacturing firm which at one time, was very anxious to secure a certain big flour contract. It would keep the company going full-handed for six months.

This milling concern had what every salesman will term a "hard-boiled" buyer. Seemingly this buyer had his firm believing that he was saving the institution several times a day through the way he was handling salesmen who were "bent on swamping the company with goods we don't need." He prided himself on being able to "turn down" a salesman in a way that discouraged him from "bothering me again soon." He knew how to "put them in their place." He delighted in "making them cool their heels outside until I get good and ready."

I had often heard these remarks made in the presence of his superiors. They seemed to enjoy the "joke."

This milling concern traveled its own salesmen, of course. It had two of its "star" men after this contract. There didn't seem any chance to lose. "Everything sitting pretty" was the report.

The concern which was figuring on buying this flour had a rule that any purchase above a given amount had to be referred to the president for his OK.

THE DAY OF VENGEANCE LONG AWAITED

At the time this contract was brought into the president's office one of the president's favorite salesman was present. He saw the name of the firm selling the flour and remembered. Two years before, while traveling for another firm, he had called on this "hard-boiled" buyer and had been insulted in his simple task of presenting his line. It still rankled as such things do and immediately all of his persuasive powers were marshaled and brought into action.

That contract went back unsigned.

Perhaps the milling firm never learned the true reason why it lost that contract. And there you are again. Why take a chance?

The general idea is that a business has no soul. That may be true, but it has *feelings* and often very sensitive feelings too. These things angle out into singularly involved personal affairs.

I knew a purchasing agent who took the place of a very pompous individual. His first act was to take the door off his private office.

This office not only stood open all the time, but a sign at the door said: "Come in."

It was, indeed, a marked contrast.

During one week the little daughter of the president of the firm was very ill. The first nurse employed became ill herself. Frantically the president phoned for nurses. One promised to

The ori
from: K
may be

The originals of these letters
from *Vanity Fair's* readers
may be seen in our offices.

No. 5

Not just readers— BUYERS!



"Your advertisements tend to make me even more extravagant than I usually am."

Miss E. W., Hollywood, Cal.

"It seems to me that the advertising pages of *Vanity Fair* fairly exude the ultry-ultryness of the products and projects they set forth. Somehow one feels very chic getting something through *Vanity Fair*."

Mrs. F. M., Cincinnati, O.

"To a person who devotes the best, or worst, part of his day to advertising, your advertising pages are in keeping with your text, and appear to show an increasing effort on the agencies' part to supply you with plates that reflect *Vanity Fair*. I am often sold by *Vanity Fair* advertising, more to 'inquire for it in the store' than to 'send for it by mail,' but that is mostly chargeable to laziness. Only recently in your November issue I was bothered to find no Minneapolis or St. Paul representative for ———'s clothes."

Mr. A. L., Minneapolis, Minn.

Because *Vanity Fair* has a circulation of buying power, Phoenix Hosiery has advertised in it continuously since 1913; F. R. Tripler since 1918; American Radiator since 1920.

VANITY FAIR

One of the Condé Nast Group

let him know at eight o'clock that evening.

During the day an old gentleman walked into the buyer's office. He was courteously received—attentively listened to and while no purchase was made yet he had received the proper kind of a hearing.

That evening a nurse phoned she would come and take the president's daughter's case. That evening that nurse's father, who was the old gentleman in question, had recited the incidents of the day and had been greatly impressed with his courteous reception in the buyer's office even though he had sold nothing.

His daughter, the nurse, immediately recognized the connection and said afterward that it influenced her decision.

Said that president to me: "It opened my eyes to the value of having a courteous man in that buyer's chair." It had touched closer to him than his pocket-book. It had reached back into his home.

This same buyer took the time one day to take a salesman through a part of the plant. In leaving he also handed the salesman a booklet relating to a certain machine.

About two weeks later an order came through the mails for a machine and attached to the order was a check for \$450. The salesman mentioned had a brother in Iowa. It occurred to him that his brother needed just such a machine and unsolicited to do so, he had written his brother fully about this machine, recommended it and the company and the sale resulted.

Wasn't a little courtesy worth while?

I know of another "open door" buyer whose company got into financial straits through an accumulation of slow-paying accounts.

At a meeting of the creditors a certain official of the largest creditor was present. He was also a salesman and had called repeatedly on the now embarrassed firm. He was a persuasive talker and out of a good-will and

friendliness by reason of the manner in which he had been treated by the buyer (so he said afterward) he proposed that unanimous action be taken to carry the company along until it had weathered the storm. Two others present, out of the same spirit of good-will, sanctioned the proposal and the company in trouble soon recovered its bearings.

I recall a certain coal mining firm whose officials from the least to the greatest had the "in conference" disease. Their cure, and a very drastic one, was brought about in this way, so one of these men told me later.

An old gentlemen, rather shabbily dressed, walked in one day and wanted to see the buyer. He really needed to see the president as it developed later, but that might not have made much difference. The young lady who guarded the door of the buyer's office, at the request of that august official, told the old gentleman that the buyer was out of town.

Several days later the president nearly had apoplexy when he read in his morning paper where a certain Mr. Alexander had sold his coal rights, adjoining their own property, to a rival concern. For two years they had banked on getting control of this property and losing it eventually forced them into bankruptcy. Again I say, a rather drastic cure.

Having an "open door" policy in the purchasing agent's office is not going to solve all business problems. But the opportunities there to build good-will are too valuable an asset to hide behind a "closed door" or bury "in conference."

F. M. Cockrell with Society for Electrical Development

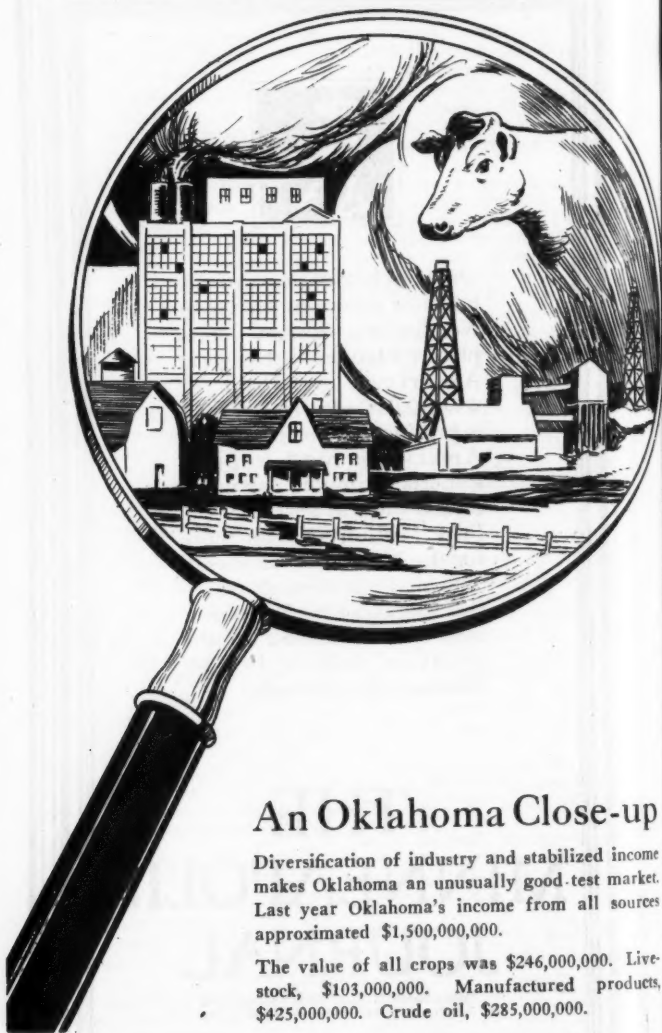
F. M. Cockrell, recently manager of industrial advertising at the New York office of the Campbell-Ewald Company, Detroit advertising agency, is now associated with the Society for Electrical Development, Inc., also of New York. Mr. Cockrell was formerly promotion manager of engineering and industrial publications with the McGraw-Hill Company, Inc., New York.



On March 29th, one of the heaviest snows in the Great Northwest's history completely blanketed this great American seedbed of 45,000,000 acres from which is produced a vast portion of America's food supply. Experts estimated the value of this snow at \$50,000,000. Fifty Million Dollars more for the Northwest to spend! The medium through which this increased buying power may be influenced to the greatest degree is The Minneapolis Journal.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



An Oklahoma Close-up

Diversification of industry and stabilized income makes Oklahoma an unusually good-test market. Last year Oklahoma's income from all sources approximated \$1,500,000,000.

The value of all crops was \$246,000,000. Livestock, \$103,000,000. Manufactured products, \$425,000,000. Crude oil, \$285,000,000.

Reaching Oklahoma's Farm and Urban Population

Fifty-one per cent of Oklahoma's people actually live on farms. The remaining forty-nine per cent, for the most part, live in small towns. Besides Oklahoma City, the State's largest city with 133,000 population, there are but two cities with more than 25,000 population in the State.

Any successful selling plan, then, must reach the homes of farmers and small-town residents.

The publications of the Oklahoma Publishing Company enable the advertiser to cover the farm market and the large and small towns of the rich heart of Oklahoma.

The Oklahoma Farmer-Stockman has more than 147,000 subscribers semi-monthly, and effectively reaches worth-while farmers in every county of the State. It is significant that 71.4 per cent of O. F.-S. readers are in the unusually prosperous cotton counties.

The Oklahoman and Times, the State's largest morning and largest evening newspapers, thoroughly blanket Oklahoma City and its seventy-five mile shopping radius with 115,000 subscribers. The unduplicated circulation of these newspapers exceeds by more than 35,000 the combined circulations of all other dailies published in Oklahoma City and the trading radius.

These publications reflect the community-building spirit, the straightforward, independent policy of their parent organization.

The
OKLAHOMA PUBLISHING CO.
Oklahoma City

Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

For instance -
THE SIMMONS COMPANY

Real "Dealer Cooperation"

Last year The Simmons Company, manufacturers of beds, springs and mattresses, used The Times-Picayune exclusively for its newspaper advertising in New Orleans.

During the year the furniture dealers of New Orleans used approximately an equal amount of space—12,024 lines—in The Times-Picayune alone to advertise Simmons products at retail—this despite a rule that no "tie-up" copy was accepted for insertion on the same page with The Simmons Company's advertisement.

This showing is typical of many which illustrate the fact that New Orleans merchants regard it as good business to push products consistently advertised in The Times-Picayune.

The Times-Picayune's steady, growing leadership of its field in local display advertising, national advertising and classified advertising, daily and Sunday, speaks eloquently of regularly maintained paramount results and service to advertisers.

The Times-Picayune

FIRST FOR THE SOUTH

Sales Letters That Cut to the Core

And as for Results—Well, You'll Be Surprised

By Maxwell Droke

"MY criticism of your book," a certain wag once wrote a rather prosy professor, "is that the covers are too far apart."

A similar objection might well be made to a great many of our sales letters. The distance between "Dear Sir" and "Yours truly" represents a long and involved journey that only the hardest traveler will have the courage to undertake.

This is neither a plea for short letters, nor a defense of long ones. The proper length of a letter is an academic subject that most of us settled to our own satisfaction long ago. The purpose of a sales letter is, primarily, to set forth certain ideas with such appealing force and conviction that the reader will be moved to take the action we desire.

I say this is the primary *purpose* of the sales letter. But too many letters fail to accomplish this desideratum. Instead of coming right out and boldly displaying his wares where all may see them, the writer carefully smothers his ideas in a wad of words. The result is that the reader, weary, weak and worn, turns away in disgust unable to learn what it's all about.

What a rare pleasure it is to find, now and then, a sales letter that cuts to the core; a letter where the idea stands out frank and unafraid, so that everyone can see at a glance the exact point that the writer wishes to get across.

The pity is that we find so few of these precious missives. I was compelled to read eighty-six letters, from my current file, in order to select a bare third-of-a-dozen, with which to illustrate my point in this article.

Lucius French, secretary of the Western Oil Refining Company, set out a few months ago to write a letter emphasizing to motorists the importance of changing oil

in the crank case, at frequent intervals during the winter months. Being one of those chaps who can think in a straight line without getting a headache, French didn't resort to any funny stories, long-drawn-out discourses, or hip, hip hurrah stuff. He simply sat down and told his story in the fewest possible words. And here is the way he started out:

Right now, at this time of year, the matter of changing the oil in your crankcase is very important to the health of your automobile.

There is nothing particularly clever about that opening paragraph. It isn't one of those sensational, whirlwind statements calculated to knock your props out from under you. *But it does get to the point!* In the very first sentence French puts his story across. Moreover he accomplishes another important point in presenting a statement which you probably will challenge; or which, at any rate will pique your curiosity. You want to know *why* it is particularly important just now to change the oil in your crankcase at frequent intervals. You turn to the next paragraph for your answer. And then you find a simple, direct, non-technical explanation. Note particularly the perfect tie-up between the first paragraph and the succeeding portion of the letter, which follows:

The reason is, that as cold weather approaches, motorists use the "choker" more and more in starting their cars. While this is helpful in starting, it is "bad medicine" for your oil as the raw gasoline you shoot into your cylinders cuts the very heart and life out of the lubricating oil.

We own and operate right in your own city the largest and best equipped crankcase station in the world—located at New York and Meridian Streets—convenient to all.

Here you can get your oil changed quickly, have the crankcase washed out and be assured that the correct grade will be put into your motor. It's all under cover and we handle twenty cars

at a time, and you pay only for the new oil.

Our lubrication service goes even further, for, in addition to changing crankcase oil, experienced attendants will lubricate *every part of your car*. For this type of service, we make a flat charge which covers labor and material. Rates are very reasonable, about half the usual rates.

Our service is quick and snappy as it is all done while you wait. It is pleasing thousands of regular patrons and we are anxious to serve you.

When you come right down to cases, very few of us ever analyze our particular proposition with sufficient accuracy to determine just what we do have for sale. And that is the reason nine-tenths of our sales letters are ambiguous, long-winded and tiresome. They do not "cut to the core" because the writer has only a hazy idea as to where the core is located.

Contrast the average rambling, pointless sales letter with this refreshingly direct, carefully analyzed statement, "We have *transportation* for sale," which heads a recent letter sent by the Ward Motor Vehicle Company to a selected list of prospects. There is a sentence that certainly says something! The letter then proceeds to explain the company's proposition. Note that no time is lost in getting right down to cases:

"We study your delivery problem and recommend the right unit for each route. If it won't do the work, it belongs to us. If it does the work, it saves you money, but you pay only the list price of the vehicle. You have nothing to lose—you may save thousands of dollars.

"Transportation engineering analyses show that most businesses need two types of vehicles for economy — gas trucks for long routes; electric trucks for short routes.

"In a few years, all good truck dealers will handle both gas trucks and electric trucks, and buyers will profit more from this than anything else. They will get disinterested advice for the first time. . . .

"The man who buys trucks, buys largely on price—on first cost. The man who buys Trans-

portation, buys the lowest delivery cost for a period of ten years. The first pays a low first cost and a high monthly or yearly operating cost. The second pays the lowest total cost and saves from 20 per cent to 35 per cent on his delivery. . . .

"Think it over—on a business of \$1,000,000 a year, it is often possible to save \$40,000 a year—that's \$400,000 extra profit in ten years.

"We repeat—we will study your delivery and suggest economies and the right vehicle for each route. If we recommend Ward Electrics for some of your routes and they won't do the work called for in our contract, based on your route data, they belong to us—not to you. If they do the work, you pay only for the trucks; not for our knowledge.

"We have been in business for twenty years. We have a full range of sizes—750 lbs. to seven tons. We have followed this principle of selling Transportation rather than trucks, and as a result more than 75 per cent of our business is repeat orders.

"Isn't it worth a few minutes' time to find out whether you can cut your delivery costs from 20 per cent to 35 per cent?

"Write us for further information."

But lest you infer from these examples that the automotive industry has a monopoly on lucid speech, let us see what specimens we can find in other fields.

Perhaps the man who wrote a recent series of letters for a highway engineering service does not fully appreciate the fact, but the truth is that he has employed one of the most effective "tricks of the trade" to assure reader interest. Immediately following the salutation one of his letters—the second or third in the series—starts off with the quoted statement:

We would like to employ your service, but I am afraid it would cost too much!

The writer has thus put into words the very thought that is uppermost in the reader's mind. That, in all probability, is exactly



For two generations no one had entered the old Bell mine in western Kentucky. From this mine came the coal that helped the Robert E. Lee beat the Natchez in the historic 1,252-mile race up the Mississippi. Recently three engineers explored this old mine. Among other relics of bygone coal-mining days they found this wooden bull wheel. Only wooden pegs and mortise and tenon joints held the wheel together, yet these were still tight and sound after 60 years!

Manufactured Coal!

Antiquated coal-mining equipment such as this old bull wheel could not compete with modern mining methods.

The coal mine of today is a complex affair. It is a mining operation, a surface coal-manufacturing plant, an electric railway system, a power plant, a pumping station, a machine shop and a complete village—all combined into one industrial plant.

The 6,300 mechanically equipped coal mines in the United States produce 97 per cent of the country's coal and spend nearly \$400,000,000 a year for equipment and supplies.

More than 12,000 executives, operating officials and engineers at these mechanically operated mines read *Coal Age* each week.

An advertisement in *Coal Age* reaches 97 per cent of the buying units in the nation's third largest basic industry!

•

Each one of the fifteen McGraw-Hill Publications is the working tool and buying guide of the executive who buys in the field it serves.

These fields and the publications which serve them are—

Electrical: *Electrical World*, *Electrical Merchandising*, *Electrical Retailing*, *Journal of Electricity*.

Construction and Civil Engineering: *Engineering News-Record*.

Mining: *Engineering & Mining Journal-Press*, *Coal Age*.

Transportation: *Electric Railway Journal*, *Bus Transportation*.

Industrial: *Power*, *Industrial Engineer*, *American Machinist*, *American Machinist (European Edition)*, *Chemical & Metallurgical Engineering*.

Export: *Ingenieria Internacional*.

Coal Age

A.B.C. A McGraw-Hill Publication A.B.P.

Tenth Avenue at 36th Street, New York

the reaction engendered by the previous letters. Realizing that this condition exists, the writer wisely faces the facts and proceeds to prove, in succeeding paragraphs exactly why his service is an actual economy. Here is his answer to the "Your-service-costs-too-much" objection:

"County officials sometimes tell us that. But the fact is that our Highway Engineering Service will not cost your county one penny. Our fee can be paid several times over, in the savings which we effect. It is our job to give you a better street or road, at a lower cost.

"And here is the way we go about it:

"First, we must determine the material to be used. Too often this is left to personal preference or guesswork. Each road is a problem to itself. The only safe way is to analyze the situation. We must consider the cost of construction, the probable maintenance cost, the available material, the volume and nature of traffic, and other considerations.

"The material alone is a big problem. We believe in using local products, such as stone, gravel, sand and clay, wherever possible. This means a saving in freight, in time, and in cost. It is a part of our work to locate unknown or little known sources of supply. But we aren't satisfied with finding that the material is available and that it *looks* all right. Samples of every product are subjected to a rigid laboratory analysis, to make sure that it will give the proper service.

"When the material has been decided upon, we make a careful estimate of the construction cost, and the cost of maintenance. This is followed by a survey of the road or street, with complete recommendations as to location, size and type of bridges.

"All of this information is submitted to your local board in the form of specifications. You may turn to the data at any time and see exactly what has been proposed, and our reasons for these recommendations.

"But even then our work has scarcely started. We will confer with your board, if you wish, at the letting of contract. Then, when the work is under way, we will supervise every detail of construction, and test all material. Our engineers are not mere youths, who may be persuaded by some clever salesman. They know what material is best and they see that you get it. We stay right on the job, until the work is finished,—and *properly* finished. And when our service is concluded, you have the satisfaction of knowing that the street or road constructed under your administration is something that the county can well be proud of.

"The enclosed postcard will bring you full particulars. Fill it out today."

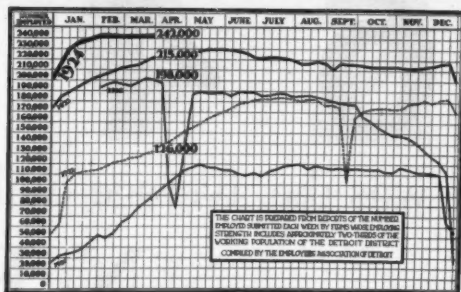
IT'S ALL IN THE WAY THE STORY IS TOLD

The most successful sales letter writer isn't necessarily the man who tells us some new and startling fact. More often he is the chap who impresses upon us an age-old truth in a graphic and telling manner. And the significant point is that he usually accomplishes the trick in the simplest possible manner, without any flag-waving or hip, hip, hurrah.

Take that old question of paying rent vs. owning your own home. Now, Mr. Average Man is a rational human being. He *knows* that in the course of a few years he stands to pay out sufficient money in rent to buy a home of his own. Yet he goes right ahead acquiring enough rent receipts to paper the Hippodrome. Conventional arguments leave him cold. You've got to make him *see* this thing as it really is. If you propose to sell him a home you must *arouse* him to the fact that under the landlord system the best he can possibly get is the worst of it.

This was the problem that confronted a Middle-Western real estate man not long ago. He sat down to reason the thing out. "What is a rent receipt, anyway?" he asked himself. And, thinking

WHY NATIONAL ADVERTISERS DEPEND ON THE DETROIT NEWS



Work, Wages and Buying Power Never Greater In Detroit

The records of the Employers' Association of Detroit show by the chart above that 241,263 workers are being employed by approximately two-thirds of Detroit's manufacturers. This means that the total number of workers in all Detroit industries is more than 360,000.

Employment records of all previous months or years have been shattered.

National advertisers and advertising agency executives with previous merchandising successes to their credit in this great, yet concentrated DETROIT MARKET need only know these facts to determine the tremendous possibilities that 1924 offers.

It is not difficult for national advertisers to choose Detroit newspapers.

During 1923 THE NEWS carried more than 52% of all newspaper advertising that appeared in Detroit newspapers. This is sound basis upon which THE NEWS may be safely chosen.

A survey of every home in Detroit has proven that from 90 to 95% of the homes in every English speaking district read THE NEWS, and in some instances the percentage of exclusive NEWS readers runs as high as 80% daily and 88% Sunday.

These are the reasons why so many national advertisers choose THE NEWS exclusively. There can be no other choice when Detroit newspaper circulation is bought to parallel the distribution of merchandise.

The Detroit News

Over 300,000 Circulation Sunday, 280,000 Weekdays

Post Office Statement for the son

6 4 11

was the average daily net paid

NEW
EVENING

*A gain of 39,355 copies over
and—the largest evening rc*

The circulation of the Evening Journal Its
exceeds the Evening World by 370,078 field
copies daily. It exceeds the Sun by lati
381,166. mo

And in March, 1924 average daily

6 8 8

—and a

Months ending March 31, 1924

11 9 2

net paid circulation of the

WORK JOURNAL

coverage of previous period
circulation in America.

Its circulation so dominates the evening field that it exceeds the combined circulation of the Evening World and Sun by more than 110,000 copies every day.

daily net circulation was

3 0 7

and a copy.

it over, he worked out an answer that impressed him as the simplest and most direct presentation he could possibly make. So he sat down and wrote this letter. I think you will agree that it is a mighty good one:

A rent receipt is not much of an asset. It is the written permission of the landlord for the occupancy of a few square feet of floor space for about thirty days,—after that it is valueless.

Why not buy a Home and be your own landlord?

The interest on the investment, plus taxes and repairs, certainly would be less than the rent demanded for such a Home as you desire, or the landlord could not afford to invest his money in property to rent. On the other hand, the value of the feeling of ownership of a Home, a safe refuge for yourself and family, and a place to entertain your friends,—cannot be estimated.

Many people dread the ordeal of looking for a Home, being referred to houses they would not live in, and neighborhoods they do not care for.

This company will be glad to undertake that service for you. If you are interested in finding a Home, and will indicate on the enclosed card about what style, size, and location you desire, we will lend our efforts to find just what you want, and not bother you until we think we have it. Then, if it is not satisfactory we will continue our search with a better knowledge of your desires.

If we cannot find just what you want for a Home, we will tell you so, frankly, and of course you will be under no obligations whatever.

May we serve you?

All of which goes to prove that attention-impelling sales letters may be fashioned without employing any startling statements, or telling the latest Pullman smoker story. The directions are simple. All you need to do is set down your facts in a straight line, and bind them together with a string of common-sense reasoning. As for the results—you'll be surprised!

Will Direct St. Louis Motor Bus Advertising

C. B. Philibert, for many years engaged in street-car advertising in various cities, has been appointed by the Peoples Motorbus Company of St. Louis to handle the advertising in its buses.

R. W. Meade, who is president and general manager, was formerly president of the Fifth Avenue Coach Company, New York. Controlling interest in the Peoples Motorbus Company was recently acquired by the Chicago Motor Coach Company.

Railway Advertising Men Form Association

The American Association of Railway Advertising Agents has been organized at a meeting in Chicago of representative railway advertising men. The purpose of the association, as described at the meeting, is the promotion of the interests of railway advertising and more intimate relations between those engaged in that work.

Charles R. Custer, assistant general passenger agent of the Chicago & Northwestern Railroad, was elected president of the new association. The following were elected: Vice-presidents; J. M. Gibbon, general publicity agent of the Canadian Pacific Railway; H. L. Weir, advertising agent of the Pennsylvania Railroad; George C. Stohlman, in charge of advertising for the Missouri Pacific Railroad; F. F. Wagner, advertising agent of the Union Pacific, and Winfield Scott, promotion agent of the Western Pacific. H. H. Ellis, advertising manager of the Chicago, Rock Island & Pacific, was elected treasurer and E. A. Abbott, of Poole Brothers, Chicago printers, secretary.

New Accounts with Advertising Producers, Associated

The Bayley Manufacturing Company, Milwaukee, Wis., manufacturer of ventilating and air conditioning equipment, has placed its advertising account with Advertising Producers, Associated, Inc., Chicago.

The William Ganschow Company, gears and speed transformers, The Sykes Company, fabricated steel products, and the Pyott Foundry Company, pulleys and power transmission machinery, all of Chicago, also have placed their advertising accounts with Advertising Producers, Associated.

Mail-Order Sales for March

Sears, Roebuck and Company, Chicago, for March report gross sales of \$17,381,442, a decrease of \$2,373,896 under March, 1923. Gross sales for the first quarter of the year are given as \$54,561,914, against \$55,800,179 in the same period of last year.

Montgomery Ward & Company, Chicago, for March, report gross sales of \$14,068,647, an increase of \$1,093,574 over March, 1923. Gross sales for the first three months of 1924 is shown as \$37,863,932, as compared with \$30,515,616 for the first quarter of 1923.

Cleveland Contractors to Publish "News Letter"

The Cleveland Chapter of the Association of General Contractors of America will begin publication of the *News Letter*, the first issue of which will appear in April. It will be published semi-monthly. Harold J. Gilmore, formerly with The H. K. McCann Company, will be advertising manager.

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FROM THE DATA BOOK OF HARPER'S BAZAR



A Day from the Life of the Woman · Who · Reads · Harper's Bazar

At TWELVE

She has dismissed her motor and walks briskly down the Avenue. She must have a little exercise. And she sighs for summer when she spends so much time out-doors. And as she walks any number of other women gaze at her enviously, admiringly. Their next tailleur, their next hat, their entire costume, they decide, shall be as much like hers as possible.

(To be continued)

Fashion plays a perpetual game of follow the leader. Get the leader to use your product and any number of other women will follow her example. And the leaders in every large community are readers of *Harper's Bazar*.

Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

Budweiser

IAL

CENTRAL STATION

Kuppenheimer
Good
Clothes

CHICAGO

Thos ck

ARMAND
COLD CREAM
FACE POWDER

SOLD BY

WALGREEN CO.
42 DRUG STORES



PARK ROW

12th Street & Mich Boul.
CHICAGO, ILLINOIS.

Advertising Displays that
reach all of Chicago and
its millions of transients,
coming from the East
South, West & North.

os ck Co.

NEW YORK

Henri, Hurst & McDonald

A D V E R T I S I N G

58 East Washington Street • Chicago



Fifteen years ago D. J. Walker was a retail druggist in a small Iowa town; today he is one of the most successful manufacturers in that state.

Walko Poultry Products have been sold to jobber, dealer and consumer entirely by *printed* salesmanship—a real tribute, we think, to the power of advertising.

7

We have recently published an advertising book—"High-unit vs. Low-unit Merchandising." A copy may be had on request by any business executive.

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Ways to Bring Back High Spots in the Campaign for an Encore

The Recapitulation Advertisement Is One Answer to the Question: How Can I Repeat on Good Copy?

By W. Livingston Larned

THERE is really nothing in the way of fact to substantiate the idea that an advertisement which has proved its superior qualities, should be used once only and then forever discarded.

The accepted belief, however, is that people will not read an advertisement a second time. There are some interesting cases on record of advertisements which run steadily without change, year in and year out, and experiments, carefully tabulated, show that there is no lessening of results in consequence. True, these occupy small space as a rule. But new copy, substituted for a month or so, fails to secure an equal volume of response.

Does the average reader digest an advertisement at the time of its original appearance? Does repetition of a worthy advertisement pall on the average reader? Opinions differ on these questions, but in recent years many advertisers have reached new conclusions as to the number of lives that an advertisement may have. They now make an effort to keep worthy advertisements "alive" by newly conceived methods. And there is always the knowledge that a broadening of such zones means a corresponding decrease in the cost of producing the original. Thus, if an illustration of exceptionally fine character by a well-known artist costs \$500, the application of that picture to other purposes makes the first investment comparatively insignificant.

Although economy is by no means the impelling idea, it has been discovered that a campaign in one type of medium will gain by duplication of its essentials in other types of mediums. It is the operating plan of one national advertiser, to settle upon a given

theme and create an illustration which is of superlative quality. Price is no consideration. The general excellence of the product is the objective. It is fitted into a magazine schedule first. Then line drawings are made, over silverprints of the same subject for newspaper use. It is next reproduced in colors for posters and for street-car cards. It finally finds its way to booklet covers and to small two-page leaflets which are supplied the dealer. Reproductions of the magazine advertisements, magnified four and five times actual size, also are made for the dealer's window.

TIE UP WITH ADVERTISING EVERY POSSIBLE WAY

Miniature reproductions of current page advertisements also are used as "corner pieces" on stationery going to dealers. And finally, each month, the standard advertisement is reproduced in attractive shape in business papers.

The "loose ends" are thus unified and tied together, as it were, with the chances very much in favor of the blanket demonstration being seen by everybody. It is undeniably true that not even an advertiser's jobbers and retailers are always cognizant of his advertising efforts although they are kept posted as to what is going on. We heard an advertiser say, after a study of his own problems, that although his company had spent, in a year, over \$100,000 in advertising, it was not unusual for small dealers to ask if the concern "was advertising."

In that line, however, dealers were known to handle some 2,000 separate and distinct articles. Is it to be expected that a little retailer could or would keep track of the advertising activities of

this formidable list of houses?

One of the most popular schemes for bringing back good copy is to stage a "grand march" of the high spots in a campaign, at the expiration of six months or a year. Miniature reproductions of the previously run advertisements are grouped on this occasion.

into obscurity within a short time.

"We create, every so often," observes one advertiser, "what is known in our office as a return engagement display. It is made up, very frankly, of advertisements, which, in our estimation and from such data as we can collect, have struck a popular appeal and are every bit as strong on their second appearance as their first.

"Also, we have found, that it is unwise to tell more than one big fact in a single advertisement or to attempt to feature more than one striking sales thought. This means that no one advertisement is a complete digest of all we have to say for our product.

"By reproducing say six different previously run advertisements, we recapitulate connectedly a number of sequent selling ideas. These assembled units, appearing on one page, are reprinted and sent to dealers. It achieves, if nothing else, the immensely valuable objective of reminding dealers of our advertising activities."

The recapitulation advertisement has been successfully used for Columbia Dry Batteries. The advertising schedule called for a set of poster pages, each one of which attempted no more than a single popular use. One design pictured use for tractor ignition; one for gas engine ignition; another for doorbells, and one for radio receiving sets, etc.

By assembling six of the series, and reproducing them, exactly as in their original run and in the original flat colors, "Some things Columbias do" were presented in a single page.

The text did not mention that these were reproductions of ad-

Bon Ami

For how many things do you use it?

Of course, you use Bon Ami for cleaning mirrors and windows—everybody does! But do you know the other uses of this popular cleanser and polisher?

For Bathroom and Dining—Bon Ami leaves them shining like glowing porcelain.

For Brass, Copper, Nickel and Aluminum Ware—Bon Ami gives them a rich luster, yet never wears their delicate, polished surface.

For Linoleum and Carpeting—Bon Ami blots up the grease and grime, makes the patterns as bright and fresh-looking as new.

For White Woodwork—Bon Ami removes the unsightly coat of dust and dirt without scratching away the paint.

For White Stone—Bon Ami uncovers the original whiteness and makes the stone look new again.

And in Household: the kitchen—scrubbed tops, panes, trays, lamp chimneys, refrigerators, etc., all respond to the magic of Bon Ami.

Truly, Bon Ami is a "good friend" at the housewife.

THE BON AMI COMPANY, NEW YORK

for walls
for windows
for brass and copper
for glass and mirrors
for chrome
for white enamel
for white porcelain
for white metal
for white paint
for white stone

ILLUSTRATIONS OF "USE" ARGUMENTS, ONE FROM TEN DIFFERENT ADVERTISEMENTS, ANSWER THE ROLL CALL

Having hastened across the stage, individually, they now take a final bow together. The reader recognizes old friends and the impulse is to check his memory to see whether there are any he has previously missed.

If one supposes he is acquiring at least a casual idea of everything that is being done, he should look through a newspaper or periodical six months old and find how many displays he has missed and how many of them will seem absolutely new.

Such great care is taken in copy preparation, particularly of illustrations, that it seems a deplorable waste to have them fade

**The daily average
net paid circulation**

for the

Chicago Evening American

during March was

463,863

**This exceeded the daily
average circulation of the
Daily News by 42,740
copies daily.**

CHICAGO EVENING AMERICAN

EVENING

A Good Newspaper

vertisements which had been used in the past, nor was it necessary to do so. If a certain proportion of people look upon the page as entirely new, from top to bottom, no harm is done.

It is interesting to find, in a closer study of this composite page, that the page-size illustrations did not suffer from their great reduction. They were almost as sharp, as clear and as attractive, as in their former proportions.

Bon Ami advertising uses, intermittently, the recapitulation display. A recent page advertisement carried ten different figure compositions, each one an illustration from designs which had been used full page. Careful platemaking prevented any obvious faults, and thus ten different uses of the product were summed up after a year's campaign which had concentrated on one use to a display.

The Bon Ami advertisement worked out admirably, due in part to the fact that the same little, cheerful housewife remained as the heroine of all of the illustrations, and the reader follows her household cleaning duties with added interest. Bon Ami advertising has issued these "summings up" before, and by interesting compositions and arrangements, has made them every bit as attractive as the individual subjects in their much larger size.

It is the equivalent of saying: "For a year, now, we have been telling you and showing you in pictures, one cleaning job at a time. But lest you forget the all-round usefulness of the product and its wide versatility, we will refresh your memory by reproducing ten of the old displays, exactly as they were first presented."

The high points in a year's monthly advertising, packed into one page, would not be effective as a regular diet, but they do make splendid advertising material when employed periodically.

The Seiberling Rubber Company turned an interesting trick in a page advertisement, when it

reproduced, in faithful detail, an advertisement which it had used a year previously. The message read:

"The advertisement reproduced below is as true today as when it first was published, in March, 1922."

Such a statement made it almost compulsory to read the little reproduction.

Recapitulation is an important factor in modern advertising, and so much of the advertising of today is so strikingly good, that it deserves by all fair means to be kept out of the old cedar chest and away from the moth balls, for as long a period as possible.

United States Trucking Corporation Changes

James J. Riordan, organizer and president of the United States Trucking Corporation, New York, has resigned. He is succeeded by Harry N. Taylor, president of the United States Distributing Company, of which the trucking corporation is a subsidiary.

The distributing company has purchased the entire stock of the Independent Warehouses, Incorporated, which has fourteen warehouses in New York and Hoboken. The name of the warehousing company will be retained but it will be operated as a unit of the United States Distributing Company.

Eastman Kodak Reports Larger Earnings

The Eastman Kodak Company, Rochester, N. Y., for the year 1923, reports a net profit of \$18,877,229. This compares with \$17,952,554 for 1922; \$14,105,861 for 1921, and \$18,566,211 in 1920.

Fall Campaign for Peters Ammunition

The Peters Cartridge Company, Cincinnati, Ohio, informs the trade that advertising on Peters ammunition will appear in more than sixteen sporting and farm publications in a fall campaign.

J. W. Beckman Joins Allman Agency

James W. Beckman, formerly with the Michigan Stove Company, Detroit, has joined the Allman Advertising Agency, of that city.

H. Kempner is advertising manager of the American Engineering Company, Philadelphia. Howard S. Le Duc has joined the company, as previously reported, as a member of the advertising department.



Net Circulation

The Sunday World

March 30, 1924

601,110

The World

Week Ending April 5, 1924

365,114

The Evening World

Week Ending April 5, 1924

284,883



**MALLER BUILDING
CHICAGO**

**PULITZER BUILDING
NEW YORK**

**GENERAL MOTORS BUILDING
DETROIT**

**SECURITIES BUILDING
SEATTLE, WASH.**

**CHANCERY BUILDING
SAN FRANCISCO, CAL.**

**TITLE INSURANCE BUILDING
LOS ANGELES, CAL.**

A Change in the lives of 70,000 Farmers

*Not a front-page story, but of intense interest
to you who advertise*

A YOUNG army officer in the Philippines cleans up a fortune on the Stock Exchange. It's a front-page story.

Seventy thousand farmers change their lives and their ways of thinking. They change from a down-trodden group, fighting to keep body and soul together, into one which is progressive and powerful. Such a change comes gradually. It is comparatively unnoticed by the press or the public.

It has not the sensationalism of the sudden change in fortune of the young officer, which catches the public fancy. But—to you who advertise—it is an event of great importance, a story of intense interest.

Ten years ago the dairymen of the New York territory—who produce the largest part of its agricultural wealth—were struggling hard to make both ends meet. They were lucky to obtain the bare necessities of existence. They accepted milk prices over which they had no control—prices often below their cost of production.

Finally they could stand it no longer. Seventy thousand dairy-

men banded together. They formed the Dairymen's League Cooperative Association—the greatest co-operative marketing association the world has ever seen. They advanced over \$11,000,000 to finance this association. They directed its purchase of 173 milk plants. Through it they converted their surplus milk into ice cream and condensed milk and launched million-dollar advertising campaigns to create a market. They obtained prices 26% higher for their milk the very first year they formed the League. They received milk checks averaging over \$2000 a year apiece.

Their Paper

Is it any wonder that an association which had wrought such unusual results became a leading factor in their lives? Is it any wonder that they keenly resented the attacks they received from all sides? Can't you see why—when they were damned with faint praise or actually condemned by those from whom they had expected editorial support and sympathy—they founded a paper to serve their interests alone?

This paper, founded at the de-

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mand of thousands of dairymen, is the *Dairymen's League News*. It fills the need of this greatest of dairy territories for a dairy paper devoted exclusively to its own interests. But the *News* is more than a dairy paper, teaching its readers how to produce their milk more scientifically. It is their champion in the cause of cooperative marketing, the nearest and dearest thing in their business lives.

The subscribers to the *News* read it with a more intense interest than they give to any other farm paper. It is their favorite, not only because of the news it brings them about their association, but because it belongs to them—it serves their interests alone. It boosts no political party. It furthers no private interests. It has proved itself so all-sufficient to its reader-owners that, in a recent investigation, it was found more than 30,000 who used to subscribe to other New York State farm papers have discontinued their subscriptions to all but the *News*.

The Best Medium

Some advertisers from the beginning felt the power of the movement behind the *Dairymen's League*. They saw the immense changes the *League* wrought in the New York farm market—the changes not only in the business methods of the dairyman, but in his reading habits and his buying habits. They were the ones to first cash in on this changed condition by advertising in the *Dairymen's League News*. They placed at first only small contracts. Then they

increased the size of these contracts again and again. They knew they were reaching 70,000 dairymen. They quickly found out the buying power of these dairymen—the fact that they were the most prosperous, as well as the most progressive, farmers in the New York market.

More advertisers every day are learning what the change in the New York farm market means to them. New contracts are weekly placed with the *News*. One recent issue carried first insertions from as many as eight national advertisers, eight advertisers who have become sold on this new and powerful medium—the only agricultural paper in the world owned and controlled by its readers.

DAIRYMEN'S *League* NEWS

If you have anything to sell to prosperous farmers—if you want your share of the \$90,000,000 mailed out in checks by the *League* annually—you will put the *News* on your advertising schedule. If you'll send us the coupon below, we'll send you a booklet we have prepared on the New York farm market and the remarkable changes in the life and prosperity of its dairymen during the last few years. This book will interest you not only as a buyer of space, but as a business man, as a student of new movements and great social changes. When you read it you'll see why you cannot overlook this rejuvenated market. And you'll see why the most effective and economical way to sell your goods to it is through the *Dairymen's League News*.

Dairymen's League News, 120 West 42d Street, New York City.

Gentlemen:

Please send me your booklet on the change in the New York farm market.

Name.....

Address.....

City.....

Modes & Manners



June first, 250,000 preferred customers of eight *Modes & Manners* stores will see the first number of this modern fashion magazine.

250,000 known buyers—reading eagerly of fashionable people; what they are doing and wearing; how they are living.

250,000 customers having desires stimulated for finer merchandise.

The first number of *Modes & Manners* will get enthusiastic attention. Forms close April 15.

Published by

THE STANDARD CORPORATION

CHICAGO NEW YORK PARIS

PATRICK F. BUCKLEY, Advertising Manager

208 SOUTH La SALLE STREET, CHICAGO, ILLINOIS

ROBERT R. JOHNSTON, Eastern Advertising Manager

681 FIFTH AVENUE, NEW YORK, NEW YORK

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How to Simplify a Topsy-Turvy Line of Products

Bennett Glass & Paint Co., of Salt Lake City, Finds a Dominating Merchandising Idea and Changes Entire Business to Conform to It

IT would be a difficult, expensive and well-nigh impossible task to reorganize the streets of Boston so that strangers would no longer walk in circles. It would be almost as difficult to reorganize some business houses which grew up like Boston, that is to say, haphazardly, working themselves out along the lines of least resistance, adapting themselves to the conditions of the moment. Many business men would like very much to change the operations of their companies so that they would run more accurately along the lines of modern thought, but because of the great risks involved they don't dare to try it. They prefer to let well enough alone.

Out in Salt Lake City the Bennett Glass & Paint Company faced such a situation and boldly reorganized its paint manufacturing business with new methods based on proved principles of modern merchandising.

The Bennett company had grown like Boston. At first it made only one or two products, but the line grew until it represented a complete paint line, large and bulky. But it became too large and bulky and too diversified to gain and hold the attention of the retail trade to which the company catered in a territory comprising all of the State of Utah, a large part of Idaho, and some of Wyoming and Nevada, where the population is widely scattered and business is done mainly through small country merchants who carry everything under the sun. Inasmuch as the company operates its own retail store in Salt Lake City, business in that locality was satisfactory, but sales began to lag with the merchants in the outlying districts. Because of the manner in which the company's business had grown it began to be

less adaptable to the needs of the small retailer.

These needs forced the company to consider its business very seriously from all angles. It was apparently quite necessary to try to develop a paint proposition which would be more attractive and profitable to this class of trade.

EVEN LABELS NEEDED MUCH ATTENTION

Many things had to be considered. Take, for instance, the label. It was a label the company had been using for many years; was adopted at a time when the manufacturing department was small and the line comprised only one or two products. As the output grew and the number of products increased it was found impossible, because of the style of the label used, to make the old label fit the new products without great expense. Consequently, a year or so ago, the company found itself with a very unsatisfactory conglomeration of labels, many of them of a makeshift kind. The company felt that it could make a decided improvement if it could find one dominating merchandising idea and put it into labels, color cards and advertising for all members of the line.

The first thing done was to determine the products to be carried as a part of the completed line. Names then had to be found for these products and this was accomplished by means of a contest among the company's employees. The next thing to be determined was the color assortment and the number of colors to be used in each product. In order to do this some sixty or seventy cards, covering not only all of the products sold by competitors in the territory but many others not handled locally, were

obtained. These cards were torn to pieces and the chips segregated by colors. After giving careful study to the arrangement and assortments used by these companies, the number and general assortments the Bennett company wished to carry in its own line were determined. Then the most desirable tints of each color were chosen from the color chips by the process of elimination. When all this was done the company found that it had a selection of some forty tints and colors which, divided into assortments for each product, gave it a line of paints and enamels whose color range is most effective.

In making up the new color cards the same idea of standardization was carried out. The old cards were made at random and represented a great variety of style, size and arrangement. The new cards are uniform throughout. Each card bears on the front a standard color-card cover with the name of the product which it represents and on the back a complete general list of the products covered by the trade-mark, together with full information regarding the use of the particular material for which it stands. The style of the color chips was also changed. A chip one inch high by one and three-eighths inches wide was used instead of the old, narrow, oblong chip. The new style chip gives a much clearer conception of the colors than the old one.

All this gradually brought the company's proposition nearer to its desire to have a merchandising idea which would gain and hold the interest of the small merchants in its territory. To bring it still closer to the needs of these men it developed color cards to suit them; that is, it prepared special cards of smaller assortments. For example: The regular house paint card carries twenty-eight colors. The Bennett company is now giving in addition to this a card showing twenty colors and one still smaller showing twelve. This is being done in every product where the assortment of colors

goes above ten. These smaller cards were made especially for the small dealer so that he could stock a comprehensive, well-chosen line suited to the size of his trade.

Then came the adoption of a label to cover the new line. The selection of the trade-mark which was to be the basis of the whole change was made after several months work with an artist. A trade-mark was selected which ties-up with the national Save-the-Surface campaign but does not infringe on that particular field and in the designing of the trade-mark an attempt was made to make every label carry the company's selling message to the effect that the protection of property life is the chief function of paint, varnish and enamel.

Advertising plans to dovetail with the newly merchandised line are in preparation. The change in the line was announced and explained in a three-months' campaign in Salt Lake City papers and posters were used to familiarize the public with the new trade-mark.

DEALERS' ADVICE ON ADVERTISING SOUGHT

Before developing extensive advertising material for dealers, the company believed it advisable to study the subject as thoroughly as it studied the problem of colors. It therefore began a complete survey of the territory to determine from the dealers themselves just the kind of advertising they wanted and would use. This survey will continue throughout the year but in the meantime the company has provided dealers with color paddle displays which bear the trade-mark and also has built up a complete window display to be sent out on a circuit, each dealer being allowed to use it for a certain limited time. It is then shipped to another dealer. This, however, is only temporary and somewhat in the nature of an experiment.

The catalogue also became a subject for reorganization. The new catalogue is a combination of

SEE the color
Of their money
With the color
Of our ink!

Say it with color
In The American Weekly Magazine
And all the world's
An echo!

Currency comes close on
The heels of
Circulation,
And here's the world's
Greatest!

4,500,000!



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times

Chicago—Herald and Examiner
Milwaukee—Telegram
Seattle—Post-Intelligencer
San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record
Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

catalogue and manual of general information for dealers and their clerks. It was sent throughout the territory to every dealer who might be interested. It contains not only the usual catalogue material but very complete specifications for each of the company's products and information which will help dealers in making their paint sales and in answering questions about materials in actual use.

All of the changes indicated were of a serious nature but there was still one big step left to be taken in order to make the reorganization complete. This was the handling of the old goods scattered around the territory. The company decided that the only thing to do was to take back from the dealers any of its products which they might have that bore the old label and which did not fit into the new color arrangement. All old goods are being accepted at full credit in exchange for products bearing the new label. Wallace J. Bennett, treasurer of the company, said: "We are in the middle of this exchange now and it is a serious job. However, it is our desire to build up a representation among dealers which will not only be thoroughly loyal, but which will make it possible for dealers to offer efficient service to their customers."

Hupp Motor Sales Increase

The Hupp Motor Car Corporation, Richmond, Va., for 1923, reports gross sales of \$38,013,014, as compared with \$34,122,847 in 1922. After deductions for expenses, depreciation reserve, and interest, net profit is shown as \$2,635,788, for 1923, against \$3,763,983 in the previous year.

Don Wright with Porter-Eastman-Byrne

Don Wright, formerly with the Charles H. Fuller Company, Chicago advertising agency, has joined the Porter-Eastman-Byrne Company, advertising agency of that city, as a member of its copy and merchandising staff.

Leaves "Woman's World"

Francis S. Mygatt has resigned as Eastern manager, at New York, of *Woman's World*, Chicago.

Albuquerque to Advertise Its Climate

Albuquerque, New Mexico, plans to join the ranks of community advertisers. A fund of \$100,000 is to be raised by popular subscription, to be expended over a two-year period in a few general magazines.

The copy will differ considerably from that of other communities. *PRINTERS' INK* is informed by Ira N. Sprecher, chairman of the advertising committee in charge of the proposed campaign. Mr. Sprecher says:

"We shall attempt to put over the idea, which we believe thoroughly, that the climate of Albuquerque is absolutely the best there is in the world for the treatment and cure of tuberculosis. We believe that by driving bluntly at that objective—leaving out the inferences that we are a summer resort or a winter resort, or a farming centre, all of which we are not—we will be able to put our idea over."

"Of course, we are aware of the fact that our appeal is likely to bring the good and the bad, but we expect more good than bad."

Color Advertising for Upson Board

The Upson Company, Lockport, N. Y., Upson processed board, is featuring its Super-Surface Upson Board in a series of four-color advertisements appearing in several magazines. This advertising stresses use for covering of walls and use in new homes instead of plaster. The beauty and economy of painting on Super-Surface is illustrated in one instance by reproduction of a photograph of paint being applied.

Laundries Offer Customers Insurance Service

The Philadelphia Laundry Owners' Exchange has adopted a plan whereby customers' laundry will be insured against fire, explosion, windstorms, risk of transportation and theft. The individual members of the Exchange will notify their trade and a service charge of one cent a bundle will be made.

Form Advertising Art Service at Chicago

J. F. Strouse, L. Stanley Bierman and Herbert H. Bohnert have formed an advertising art service at Chicago under the name, Bierman-Strouse-Bohnert. Mr. Strouse was recently with F. William Plumer Associates of the city.

"American Legion Weekly" Transfers A. B. Grant

Alan B. Grant, for the last four years covering New York City territory for *The American Legion Weekly*, of the city, has been transferred to New England territory with headquarters at Boston.

The Person behind The Purchase

SALES RESULTS from advertising depend upon the *kind* of men and women who read the newspaper.

85% of the circulation of THE NORTH AMERICAN

is delivered to the most substantial homes in the Philadelphia Trading Area, the richest territory in the United States, and is read by thinking persons whose financial resources and standard of living are above the average.

Its Character Creates Confidence

THE NORTH AMERICAN

PHILADELPHIA

New York

John B. Woodward
110 E. 42nd St.

Chicago

Woodward & Kelly
906 London Guar-
antee & Accident
Bldg.

THE OLDEST DAILY
NEWSPAPER IN
AMERICA — 1771

Detroit

Woodward & Kelly
408 Fine Arts Bldg.

San Francisco

R. J. Bidwell Co.
742 Market St.

House-to-House Solicitation

backed by

This is the secret of the efficiency of display advertising in the Cincinnati Times-Star. Its home distribution reaches eight out of every ten homes in greater Cincinnati, a coverage 25% greater than that of the second evening paper, and two and one-half times that of the leading morning paper.

For sixteen consecutive years local and national advertisers have proved that the Times-Star is the most profitable, placing annually more display advertising in the Times-Star than in any other Cincinnati paper.

In 1923 the Times-Star carried 11,710,139 lines of display advertising, an increase of

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Neighborhood Distribution

1,257,732 lines over 1922 and an excess of 2,192,708 over the second paper in its field.

The Times-Star directories of Cincinnati neighborhood stores give the advertiser and his jobbers complete route lists covering the retail stores in Cincinnati for distribution to

Groceries and Restaurants,
Drug and Cigar Stores,
Bakeries and Confectioneries,
Department and Dry Goods Stores,
Hardware, Jewelry, Electrical
Supply and Auto Accessory dealers.

Advertisers and advertising agencies may secure copies of these directories and detailed market information relative to their products by addressing the merchandising department at the Times-Star.

TIMES-STAR

Member of Audit Bureau of Circulations

Helping The Realtors— *and the result*

Since The Detroit Free Press first began the publication of a metropolitan real estate and building section in its Sunday issues, two years ago, nothing has been left undone to serve these two great interests unselfishly, at the same time serving the reader in a field that Detroiters pay particular attention to.

The Free Press is now publishing each Sunday a series of articles obtained by its own staff covering the real estate and building conditions in such cities as New York, Chicago, Boston, Cleveland, Pittsburgh, as they relate to Detroit conditions.

As a result of this greatly superior service, The Free Press prints **MORE REAL ESTATE AND BUILDING ADVERTISING THAN THE TWO OTHER DETROIT NEWSPAPERS COMBINED**—the figures for the first 3 months of 1924 are given below.

THE DETROIT FREE PRESS

Carried 157,401 Lines of Real Estate and Building Advertising

**5,961 LINES MORE THAN THE TWO
OTHER DETROIT NEWSPAPERS
COMBINED**

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

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"Free the Air of Advertising" Is Watchword of New Radio Association

Association of Radio Users Formed to Protect Public against Impositions in Radio Field

WITH "free the air of advertising" as one of its guiding slogans, an association of radio users—that is to say, the general public—is being formed at New York under the name of the American Radio Association.

The association will be a co-operative organization of individuals, clubs, institutions, civic and religious bodies; in fact, all who make up the radio public. Its objects are, as given in a statement of the association, to

(1) Establish a clearing house for suggestions emanating from the public, which will benefit the public and industry alike.

(2) To initiate and actively support legislation which will safeguard the rights of amateurs and listeners-in.

(3) To work for the elimination of interference caused by:

(a) Governmental, commercial and other stations.

(b) Radiating receivers.

(4) To encourage and utilize suggestions that will stabilize broadcasting, and to effect improvements in programs.

(5) To further such events and meetings, both local and national, as will tend to increase the popular support of radio and further its use in the field of news, music, education, science, religion, civics and industry.

(6) To co-operate with and assist industry and the Government toward the attainment of the foregoing objects.

Concerning its slogan "Free the air of advertising," Alfred M. Caddel, secretary of the association, says: "Some action is necessary at this time, to head off what threatens to become a great handicap to the radio industry itself. Numerous complaints are being received from the radio public who are objecting in increasing numbers to having their news, music and entertainments interspersed with advertising which properly belongs in the columns of newspapers and magazines.

"Under the present conditions there is no way for the public to differentiate between the program

artists who are contributing their services or who are even being paid for their services as public entertainers, and the speakers who are being retained by various firms or corporations for the purpose of advertising certain goods or services. But the line is very clearly drawn in newspaper and magazine columns between reading matter or news and paid advertising.

"Whether or not advertising will occupy a place in the field of radio communication is something yet to be determined. But if advertising is to be, it should be clearly stated as such and not put forth under the guise of public instruction or entertainment.

"It is with a view of protecting the public against the selfish interests of firms and corporations injecting their advertising into public programs that the American Radio Association has undertaken to call a conference of such interests as the Associated Advertising Clubs of the World, the American Newspaper Publishers Association, the American Association of Advertising Agencies and similar organizations."

This clearly states the position of the new association on the subject of radio advertising and is in line with the stand taken by PRINTERS' INK from the beginning.

The members of the executive committee of the new association are: Arthur H. Lynch, *Radio Broadcast*; M. W. Thompson, *Radio Digest*; L. D. McGeady, *Radio*; H. Gernsback, *Radio News*; L. A. Nixon, *Radio Dealer*; Roland Burke Hennessy, *Radio World*; G. Douglas Wardrop, *Radio Merchandising*; Arthur B. MacAttammany, *Radio Retailer and Jobber*; A. Borrás, *Radio Record*; E. L. Bragdon, *New York Sun*; Raymond F. Yates, *New*

York Herald-Tribune; O. A. Dunlap, New York Times; Paul McGinnis, New York Evening Journal; Stuart Rogers, New York Telegram and Mail; E. M. Applegit, Brooklyn Daily Eagle; Virgil C. Poe, Brooklyn Standard-Union, and William R. Davis.

Forming Legion Advertising Post at Cleveland

An organization meeting for the purpose of forming an advertising post of the American Legion was held at Cleveland on March 31. There was an attendance of fifty-five charter members. The meeting was addressed by O. G. Draper, assistant advertising manager of The American Multigraph Sales Company, and Dr. N. M. Jones, chairman of the Cuyahoga County Council of the American Legion.

The following temporary officers were elected: Commander, E. V. Syrcer; adjutant, H. G. Smith, The H. K. McCann Company; finance officer, F. T. Evans, Cleveland Plain Dealer, and publicity officer, E. M. Phillips, Cleveland News.

Shoe Chain Sales Higher

The G. R. Kinney Company, Inc., New York, for 1923 reports net sales of \$15,321,008, as compared with \$13,741,965 for 1922. For the same periods, respectively, cost of sales is given as \$10,541,564 and \$9,768,810; selling and general expense, \$3,524,512, and \$2,912,866; and net income after interest and Federal taxes, \$924,474 and \$910,983. Good-will is carried on the books at a valuation of \$2,480,050.

The company operates a chain of 160 retail shoe stores located in 144 cities and 29 States. It also has five factories employing over 1,400 people, located in Pennsylvania and West Virginia.

Monitor Stove Company Reorganizes

The Monitor Stove Company, Cincinnati, manufacturer of the Caloric Pipeless and Monitor Pipe furnaces has recently been reorganized as The Monitor Furnace Company. Production of both brands of furnaces is being continued.

The company's national advertising will be continued, general and agricultural publications being used. The advertising account is handled by the S. C. Baer Company, Cincinnati.

John L. Laird Dead

John L. Laird, the last survivor of the original members of Laird, Schober & Company, shoe manufacturers of Philadelphia, died at his home on March 28. Mr. Laird, who was seventy years old, had been engaged in the shoe manufacturing business for many years. For twenty-one years he represented his firm in London, returning three years ago because of ill health.

Who Claims Right to the Oldest House-Organ?

AMERICAN STEEL FOUNDRIES ALLIANCE, OHIO, March 24, 1924.

Editor of PRINTERS' INK:

The writer would appreciate your advising him at your early convenience, when the first house-organ was published in the United States, and by whom.

I am endeavoring to embody this information in an article I am preparing for our house-organ "The Octagon," which will bear the title of "A Works Manager's Conception of Some of the Pertinent Objectives for Internal House Organs."

Any other information which you might care to give me along this line will be greatly appreciated.

AMERICAN STEEL FOUNDRIES (Alliance Works)

C. R. PERRY,
Works' Council Secretary.

THE first house-organ published in this country, appeared many years before the Colonies were moulded into the original thirteen United States. It made its appearance in 1732 under the title "Poor Richard's Almanac." The founder was Benjamin Franklin.

Perhaps the oldest house-organ that is still being published today is the "Fall River Line Journal." It was first issued on May 19, 1879, by the New England Steamship Company.

So far as we have been able to discover the second oldest house publication belongs to the Joseph Dixon Crucible Co., Jersey City, N. J. The first number appeared in December, 1898. It has always been known as "Graphite."

If there are any companies or businesses that have issued a house magazine holding a longer record than the above two, we will be glad to hear from them.

[Ed. PRINTERS' INK.]

New Accounts with Sehl Agency

The Sehl Advertising Agency, Chicago, has obtained the account of the H. G. Saal Company, Chicago manufacturer of Saal Symphony Grand radio loud speakers and head sets. The agency also has obtained the account of The D. B. Scully Syrup Company, Chicago manufacturer of Skookum syrup. An advertising campaign in the West is planned for the latter account.

WHO BUYS THE FOOD IN YOUR TOWN ?

- the 14% who earn 42% of the Income
- the 47% who earn 40% of the Income
- or the 39% who get but 18% of the Total Income.

I. A. KLEIN
50 E. 42ND ST.
NEW YORK

I. A. KLEIN
76 W. MONROE ST.
CHICAGO

R. J. BIDWELL CO.
742 MARKET ST.
SAN FRANCISCO

In Cincinnati the 14% and the 47% who earn 82% of Cincinnati's Total Income can be reached most effectively by using



The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

Anything to Beat Retailing Profiteers!

PORTLAND CEMENT ASSOCIATION
CHICAGO, Mar. 28, 1924.

Editor of PRINTERS' INK:

As a common, ordinary consumer, I am so tickled by C. R. Ferrall's answer to his own question, "What's the Matter with Retail Business?" (March 20, issue of PRINTERS' INK), that I should like to just give him a figurative pat on the back and tell him that he has hit the nail squarely on the head.

When my butcher charges seventy-two cents a pound for the choicest steak (which I never buy) I know that he has to do it to keep up his payments on the Studebaker Big Six sedan in which he rides. It doesn't hardly seem fair that the man who produced the animal from which the steak is cut should get only seven cents a pound for it and have to make his 1915 flivver do for another year. Our neighborhood grocer sold out last year because his net profits were only a little more than \$5,000—"That's no business for a man to be in," he said. I bought a suit in the spring; I thought I could get along without the vest so the tailor gave me a reduction of \$4.00. Later on, I found I needed the vest and the tailor immediately figured up the cost as at least \$12.00.

I'm in just the frame of mind that Mr. Ferrall speaks of in his next to last paragraph.

PORTLAND CEMENT ASSOCIATION,
K. J. T. EKBLAW.

Soldiers' Association Meets Criticism with Advertising

The National Disabled Soldiers' League, Inc., which is conducting a pencil sale to raise funds for its work, has gone directly to the public with a statement outlining the purposes of its organization. Large-space newspaper advertising was used in Philadelphia in which it was stated that attempts were being made to discredit the league and its campaign. The copy gave a statement of its case and asked the public for a fair consideration of the facts presented in the advertising.

New Advertising Club Holds Elections

At the second meeting last week of the Greensburg, Pa., Advertising Club, officers were elected for the ensuing year. John C. Travis was elected president. Other officers are: Vice-president, E. Arthur Sweeney; secretary, R. A. Keck, and treasurer, J. A. Keck.

A. D. Fielding with "The Packing House News"

A. Donald Fielding, previously with the *United States Tobacco Journal*, New York, has joined *The Packing House News*, Tampa, Fla.

Basil W. Matthews to Join Foote & Morgan

Basil W. Matthews has been elected a vice-president of Foote & Morgan, Inc., New York advertising agency, and will join that organization on April 15. Mr. Matthews was for several years secretary of the Joseph Richards Company, New York advertising agency. More recently he has been associated with the New York office of the Tracy-Parry Company, Philadelphia advertising agency. He was at one time advertising manager of the Bausch & Lomb Optical Company, Rochester, N. Y., and manager of the copy service department of the Simmons-Boardman Publishing Company.

Changes Name to Hall-Heilman Company

The publishing company which controls the *St. Charles, Ill., Chronicle* and the *Forest Park, Ill., Review* will hereafter be known as the Hall-Heilman Company. The change of name from the Paschal-Hall-Heilman Co. has been filed with the Secretary of State. The capital stock has also been increased from \$10,000 to \$75,000.

J. Malcolm Muir to Present an Industrial Analysis

J. Malcolm Muir, vice-president of the McGraw-Hill Company, New York, will speak on an "Analysis of Industry" at a dinner meeting of the Technical Publicity Association, to be held at the Machinery Club, New York, on April 10. Mr. Muir is to present the findings of his organization after an intensive research of the field.

E. G. Poxson, Sales Manager, Dort Motor Car Co.

E. G. Poxson has been appointed sales manager of the Dort Motor Car Company, Flint, Mich. He succeeds John D. Mansfield, who has become factory executive with the Maxwell-Chalmers-Chrysler organization. Mr. Poxson was formerly assistant sales manager of the Dort company.

Canadian Campaign Ties Up with Spring Cleaning

The Bee Starch Company, Montreal, is conducting a campaign in Canadian publications. The copy features the advantages of ammonia and chloride of lime for spring cleaning purposes. The account is handled by the Montreal office of Smith, Denne & Moore, Ltd., advertising agency.

Star Motor Account with Newmark Agency

The advertising account of Star Motors, Inc., New York, has been placed with J. H. Newmark, Inc., advertising agency of that city.



What every salesman hears:

"Your proposition is all right
but I must get final approval"

What every salesman knows:

Advertising to the man higher
up is mighty important
when approval is pending.

THE NATION'S BUSINESS

Washington

145,000 Circulation (Member A.B.C.)

**"The magazine
largest news-no
United States
making goots
with results"**

The first seven issues of TRUE STORY for 1924 will have carried more advertising lineage than the twelve issues published during the year 1923. This increase in advertising patronage is due entirely to results or to put it as Mr. Ely does, "The pulling power of TRUE STORY is almost phenomenal."

Don
16. In
ing in
some ad
low five
The magazine
in the distric
rate results.

inboasting the
 s-and sale in the
 tes certainly
 ots boast

ts
Vincent D. Ely
Asst Advertising Manager



A glance through TRUE
 STORY will reveal a sur-
 prisingly large number of
 advertisers who distribute
 through drug stores.



THE "dry goods" merchant has a hundred million customers. His pre-selections decide 97% of his total sales—tell and sell HIM.

The ECONOMIST GROUP

regularly reaches the key figures in this country's distributive scheme—45,000 executives and buyers of 35,000 foremost stores, located in over 10,000 cities and towns and doing 75% of the nation's total dry goods business.

DRY GOODS ECONOMIST (National, Weekly)

MERCHANT-ECONOMIST (Zoned, Fortnightly)

New York — Chicago — St. Louis — San Francisco

Associated Press Is Checkmating the Space Grabber

Making It Hard for Corporations and Individuals Who Buy "Influence" to Color the News

Special Washington Correspondence

THE recent resignation of a member of the Washington staff of the Associated Press to join the organization of the Sinclair Oil Company as a publicity agent was rather widely announced by newspapers and has undoubtedly created erroneous impressions. However, there is nothing unusual in the incident.

For a number of years, and especially since the war, those corporations which seek free publicity have adopted the general practice of employing for their agents men from the staffs of large newspapers and the principal news gathering services. It is supposed, of course, that these men, because of their former connections and associations, have acquired an influence that will enable them to get their publicity stories into reputable newspapers; but the facts do not support this supposition.

Apparently the entire proposition is based on a strange theory of business that persists, although actual experience proves it to be riddled with fallacies.

The obvious purpose of the employment of these men as publicity agents is to get into the news and editorial columns of the newspapers matter that will influence favorable legislation, or, more frequently, articles disguised as news that are intended to stimulate the demand for certain merchandise. It may be natural for those who know little or nothing about newspaper work to believe that the men "on the inside" are best qualified to accomplish this purpose, and that, because of their friendships and associations, their publicity stories will be acceptable to the organization which formerly employed them, as well as to numerous other publishers; but the facts prove this to be fallacy number one.

The other day, in discussing this phase of the subject, L. C. Probert, superintendent of the Washington Bureau of the Associated Press, emphatically declared that any individual or corporation who doubled or trebled the salary of a member of the staff to employ him for any special influence he is supposed to have, might just as well throw the money away.

"In employing one of our men," he said, "a corporation cannot acquire any influence that it could not secure otherwise. When one of our men quits, and then comes back as a publicity agent to see us, he gets exactly the same consideration that we give to every other publicity agent, which is absolutely nothing more than the courteous attention we try to give to every caller at the office."

"Of course, we take the news wherever we can find it; but we subject it to certain tests which assure us that it is not propaganda of any kind. Nine times out of ten, the tests result in our getting the news from original sources, and not through any intermediate agency. Regardless of the source of a story or a suggestion or a lead, by the time a news story gets on the Associated Press wire it is shorn of every possible vestige it may originally have had of advertising or propaganda."

"That former A. P. men have no influence with us or any other news service or publisher, as publicity agents, is proved by the experience of the men who have left us to take up that line of work. During the last ten years, perhaps twenty men have left the Washington staff to go into various lines of business, and some of them have been successful; but not one of the six or seven who have resigned to become publicity agents for corporations has made good in that capacity. None of

the latter, to my knowledge, has remained beyond the original contract period with the employer who induced him to leave our organization."

Mr. Probert then explained that every precaution is taken by The Associated Press to see that the news gathered and disseminated is not only free of advertising and propaganda, but also uncolored and unbiased. He said that, from time to time, the entire staff was cautioned to be alert in detecting and resisting outside influences, and he called attention to a letter he had written a day or two before and placed in the hands of every member of the Washington Bureau, and which reads, in part:

"The occasion of another member of the Washington Bureau staff leaving our service to enter the employ of a corporation as a publicity agent leads me to restate to you what I have said before on the subject, in order that the matter may be fresh in your minds and that you may guide yourselves accordingly.

"Several men of the staff have from time to time taken similar employment. I cannot say that I ever have known any of them to misuse his personal acquaintance with any of us, or his knowledge of office procedure, or to take any unfair advantage.

"There is a feature of the matter which must be regarded very seriously. If corporations employ these men on the sole consideration of their ability as newspaper men, we hope they will not be disappointed. If they employ them seeking any improper entree to The Associated Press in any degree, however slight, we intend that they shall be disappointed.

"In the present state of affairs, there is a certain innate embarrassment which we all feel, although none may be intended, in having a man of this staff join a corporation, particularly one of those which is under fire in the Congressional investigations. For that and other obvious reasons all of us need to be very circumspect in our relations with these men.

"We are glad to deal with them,

as we deal with other publicity agents, so long as we have reason to feel that they are dealing fairly with us; but we must be scrupulous not to permit the equation created by personal associations and friendships to lead us any further. When these men come to the office they must be received and dealt with as are other business callers, on a strict business basis, and under no circumstances are they to 'have the run of the office' or enjoy any other liberties which would not be accorded to any other business caller.

"Any news which they may have to offer should be received and handled as news, subject to the same investigations and verifications as news coming from other sources, and particularly because we know them personally we should be careful not to accept something which we would not accept from someone else in similar circumstances. All of us must be circumspect to insure that none of our dealings or relations with any of these men can be subject to misconception or criticism.

"We all know, of course, that no man has any more influence than any other man in dealing with news in The Associated Press. But in the present state of affairs it is especially important that we shall all so conduct ourselves that no one may have the least ground on which to mislead anybody into believing that any one of our former employees is in any position to accomplish anything with us which any other person might not properly do."

Another fallacy that leads to the employment of successful news reporters as publicity agents is the belief that their large acquaintance with prominent men will give them an advantage. In the course of time, any live reporter on general or feature work meets influential and prominent people; if he is affable and personally attractive he may make some friends among them; but as a rule his relations with such people are on a business and not a social basis and therefore are not conducive to close friendships.

But no matter how successful

Why Do We Publish House Organs?

By Thomas Dreier

Of course a house organ isn't going to produce magical results in a minute. Its power is in its persistence. As a fern, delicate as it is, will force itself through asphalt, so will a properly edited publication force its way through the hardest kind of opposition.

It will not do good work for business men who use it spasmodically. When a doctor prescribes one dose of medicine every morning before breakfast it is no real economy to disregard his advice and take the medicine every second morning.

It has been demonstrated time and time again that a month is just about as long as a prospect should be left without house organ treatment. And the treatment must be given regularly and on time.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

reporter is, he gets attention and is respected mainly because of the powerful and influential institution he represents. When he leaves that institution to go with another of an entirely different kind, and for the purpose of whitewashing a corporation, or popularizing a commercial venture or a line of merchandise, he invariably finds that it is impossible to maintain his influential contacts. And Mr. Probert said that he did not know of a single instance of a news reporter who was able to use the influence of prominent friends when he changed his profession to that of the publicity agent.

The third and perhaps the greatest fallacy is the supposition that a successful news reporter, because he knows what editors want, will be able to create news stories around commodities and get them published, and that men who are successful in spotting and gathering news are good writers of stories. This fallacy is double-jointed; in the first place, many of the best reporters are very poor writers of stories, and then, a good reporter, after years of training in gathering and accurately reporting news facts, is very seldom an adept in creating the necessary false atmosphere of news interest in a story that is intended to sell more shoes, chewing gum, silks, lubricating oils, trucks or other commodities.

In commenting on this point, Mr. Probert said that, in employing news reporters as publicity agents, the manufacturing corporations usually showed gross ignorance of the subject. "All large newspapers," he continued, "as well as The Associated Press, employ men to gather news who are not writers. And because these men are known as representatives, it is generally supposed that they write the articles based on the news facts they gather and the interviews they secure.

"One of the reporters I mentioned, who left us to go with a large manufacturing concern, was a man of this type. He was valuable to us because of his knowledge of news sources and

his faculty of recognizing news values and getting the facts; but he could not put the simplest news story in proper form. Practically all of his stuff had to be written for him before it was publishable in any first-class newspaper; but the manufacturer employed him at more than twice the salary he was worth as a reporter, in the expectation that he would be able to write stories about manufactured products that were so interesting and so valuable from a news standpoint that newspapers would print them free of charge. This incident is nearer the rule than the exception, and from observation I am convinced that the majority of reporters who become publicity agents are of this type.

"When our men leave to take up work of the kind, we know that the motive is entirely one of money, since every newspaper man of any experience knows that it is impossible successfully to mix news with advertising or commercial propaganda in his stories, and get away with it for any length of time. That has been demonstrated in innumerable instances.

"An advertising-news story, run as free publicity, never pays as advertising, and it is certainly of highly questionable news value. Good news is intensely interesting to the public, and for that reason it does not create desires and wants. I do not believe that it can be written so as actually to sell merchandise of any kind. If the news element, or some curious and interesting fact or incident, or a prominent personality, is played up sufficiently to get the story into print, the concealed advertising element is, of necessity, so weak as to be overlooked or quickly forgotten by the readers.

"The entire proposition of free publicity rests, as a rule, on ignorance of the newspaper profession, misconceptions and fallacies. Men employed from influential positions to do the work leave every vestige of their influence behind them. The effort to secure publicity of the kind grows more

Press-Tested Electrotypes

The Test Proof Tells

In the production of Reilly electrotypes, pulling the Test Proof is as much a part of our process as making the mould.

The Test Proof Tells

REILLY

Electrotype Co.

209 West 38th Street, New York

TELEPHONE FITZROY 0840



Surely a dish fit for a king, if the king wants to keep fit. Kings, like ordinary mortals, must have a solid basis of substantial, nourishing foods, regardless of their ability to command fancy viands with names reminiscent of the French battle front.

Do you realize that Business Papers are the "Roast Beef Mediums" of advertising? It will pay you to know the facts. In the Business Papers of the country—trade, technical, and industrial—there are about 170,000 individual advertisers, as against less than 7,000 so-called "national" advertisers. Last year these "Roast Beef Mediums" carried between 800,000 and 1,000,000 pages of advertising.

Thousands of these advertisers, by far the majority of them, do no other publication advertising. Most of the "national" advertisers were introduced to advertising by a business paper, were cradled and developed by business papers, and still use business papers as the solid foundation of their campaigns.

A few years ago during the period of depression, when they were cutting expenses to the bare essentials, they discarded almost everything else EXCEPT the old reliable "Roast Beef Mediums."

And the A. B. P. label in our field stands for even more than Armour and Swift; for reasons which may differ in kind, but not in importance, to the discriminating buyers of space.

A. B. P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.

THE ASSOCIATED BUSINESS PAPERS, INC.

*Over 120 Papers Reaching 54
Fields of Trade and Industry*

Headquarters, 220 West 42d Street

New York

speculative and questionable every day. A very small percentage of the stuff sent to newspapers ever gets into print, and some of it does a great deal more harm than good when it is recognized as propaganda by the public. And I am convinced that if the corporations who employ publicity agents would discard their preconceived opinions and suppositions, study the subject from the inside, and check up the value of results against their costs, they would, without exception, abolish the policy of attempting to get their advertising into the news columns, and would publish it where it honestly belongs."

Jones Brothers Report Record Sales

The Jones Brothers Tea Company, Inc., reports total sales of \$31,368,545, for 1923, as compared with \$24,203,540, in 1922; \$21,889,045, for 1921, and \$22,743,098 for 1920. Of the total sales, the retail business amounted to \$21,102,387 in 1923. This compares with \$17,397,000 in 1922, \$17,467,316 in 1921, and \$20,619,110 in 1920.

Net profits of only \$165,904 are reported for 1923, in contrast with \$635,652 in 1922; \$502,054 in 1921, and \$495,333 in 1920. The poor showing for 1923 is attributed to losses incurred in the coffee market and to the expenses of opening and acquiring new stores. The company added 148 stores to its chain in the last year, 107 of which were purchased from existing chains. The largest acquisition was the Progressive Grocery Stores, Inc., operating 62 stores and one warehouse. Stores in operation on December 31, numbered 641, as compared with 493 at the end of 1922.

Good-will valuation on the company's books was increased to \$10,668,012, an addition of \$68,943 for good-will of a subsidiary company purchased during the year.

F. E. Miller with Northern Engraving Company

Franklin E. Miller, who formerly conducted an engraving business under his own name at New York, has purchased an interest and become an active partner in the Northern Engraving Company, Inc. of that city.

Appoint American Press Association

The Baton Rouge, La., *Morning News* and the Arctic, R. I., *Times* have appointed the American Press Association, publishers' representative, New York, as their representative.

New Merchandising Principles for Department Stores

"That many of the principles of merchandising which had made for success in the 'Five and Ten Cent Store' field, could and should be applied to the department store business," is the idea upon which Sebastian S. Kresge, president of the S. S. Kresge Company, has started a chain of department stores. In a letter concerning the Kresge Department Stores, Inc., on the occasion of a recent stock issue, continuing the thought quoted, he says:

"The present corporation was, therefore, organized for the purpose of acquiring by direct ownership or through subsidiary companies, from time to time, well established and advantageously located department stores, such stores to be operated under the direct management and control of this corporation, of which I am president and active head."

The corporation commenced operations last year by acquiring L. S. Plaut & Company, a Newark department store organized in 1870. The corporation recently acquired The Palais Royal, Washington, D. C., a business established forty-five years ago.

Made Advertising Manager of "Sunshine"

James M. Baker has been appointed advertising manager of *Sunshine, Florida's Magazine*, a monthly, published by The Record Company, of St. Augustine and Jacksonville. Mr. Baker has been with the company several years and will be located at the latter city. He was at one time advertising manager of the *Southern Lumber Journal*, Jacksonville.

The Hones Corporation Succeeds Robnett-Hones, Inc.

Robnett-Hones, Inc., Chicago advertising service, has changed its name to The Hones Corporation. George J. Hones is president and V. C. Segar, vice-president, of the new organization. George W. Robnett will devote his attention to his advertising and sales counsel business.

Union Carbide Reports Increased Earnings

The Union Carbide & Carbon Corporation, New York, for 1923, reports net earnings of \$16,204,414 after all expenses, charges, taxes and dividends on preferred stock. This compares with \$11,716,114 in 1922.

Shoe Account with Grant & Wadsworth

The advertising account of the Anderson Shoe Company, Baltimore, Md., has been placed with Grant & Wadsworth, Inc., New York. Plans call for the use of magazines, newspapers and farm papers.

THE SATURDAY EVENING POST

April 5, 1924

ROTOGRAVURE

The Universal Language

Your Weekly Trip Around the World

THE Rotogravure Section of a newspaper gathers for you the moment's high lights of interest throughout the world. From your home town to Buenos, from polar ice fields to orchid-laden equatorial swamps, from the Court of St. James to the cathedral's bus, Rotogravure gives you a quick picture of the world's important events.

The newspaper that gives you this modern form of journalism is generous, thorough, up-to-date in its policies and well worthy of your continued interest.

If there is a Rotogravure Section in your local paper you will find it listed in company with the finest newspapers published in America.

Kimberly-Clark Company
Rochester, N. Y.

ROTOGRAVURE SECTION

In the original advertisement this space is used for naming the newspapers to whom Kimberly-Clark Company supplies Rotoplate, a perfect paper for Rotogravure printing. The list appears on page four of this insert.



Kimberly-Clark Company's national campaign im-
presses the public with the broadening, educational
character and progressiveness of newspapers which
provide their readers with rotogravure sections.



19.75

25.00

The New Darby Dress

for the School and College Miss

A wonderful collection of Darby Dresses of Kasha say designed for the younger set—smart in every detail. Some are the straight lines and new collars—some are two-piece and others are one-piece models—some have plaited skirts and others are plain tailored, in wrap-around effects. They are moderately priced at—

13.75

19.75

25.00

39.00

THE H. & S. POGUE COMPANY

Department Store Gets Excellent Results From Rotogravure Advertising

"The H. & S. Pogue Company has used the Cincinnati Enquirer's Rotogravure Section for a year and a half, appearing regularly in each issue in advertisements ranging from two columns ten inches to half a page, or, in rare cases, a page.

"The most successful results have been obtained from ready-to-wear advertisements, where one or more garments have been featured at a price.

"In May, 1923, a four-page section was used, the result being the largest day's business in the history of the store, and the largest Anniversary Sale ever held.

"In all, 42,370 lines have been used to date with excellent results.

THE H. & S. POGUE COMPANY

(Signed by) "GRACE CULMAN, Advertising Manager."

ROTOGRAVURE

Prints Perfect Pictures - the Universal Language

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement and the one on the preceding pages are published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

City	Paper	City	Paper
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Hanner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Birmingham, Ala.	News	New York, N. Y.	Corriere D'America
Boston, Mass.	Herald	New York, N. Y.	Evening Post
Boston, Mass.	Traveler	New York, N. Y.	Forward
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Herald
Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Express	New York, N. Y.	Times
Buffalo, N. Y.	Times	New York, N. Y.	Tribune
Chicago, Ill.	Daily News	New York, N. Y.	World
Cincinnati, Ohio	Commercial-Tribune	Omaha, Neb.	Boo
Cincinnati, Ohio	Enquirer	Omaha, Neb.	News
Cleveland, Ohio	News-Leader	Peoria, Ill.	Journal-Transcript
Cleveland, Ohio	Plain Dealer	Philadelphia, Pa.	Public Ledger
Denver, Colo.	Rocky Mountain News	Providence, R. I.	Journal
Des Moines, Iowa	Register	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	Free Press	St. Louis, Mo.	Globe-Democrat
Detroit, Mich.	News	St. Louis, Mo.	Post-Dispatch
Erie, Pa.	Dispatch-Herald	St. Paul, Minn.	Pioneer Press
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Daily News
Hartford, Conn.	Courant	San Francisco, Calif.	Chronicle
Havana, Cuba	Diario de la Marina	Seattle, Wash.	Times
Houston, Texas	Chronicle	South Bend, Ind.	News-Times
Indianapolis, Ind.	Indianapolis Star	Springfield, Mass.	Republican
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Herald
Los Angeles, Calif.	Times	Syracuse, N. Y.	Post-Standard
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Louisville, Ky.	Herald	Washington, D. C.	Star
Memphis, Tenn.	Commercial Appeal	Waterbury, Conn.	Republican
Mexico City, Mex.	El Universal	Wichita, Kan.	Eagle
Milwaukee, Wis.	Journal		

ROTOGRAVURE

Prints Perfect Pictures - the Universal Language

How Salesmen Can Be Taught to Stand a Run of Hard Luck

A Good Salesman is Spurred by Adversity Instead of Being Floored by It

By Ralph Crothers

A MAN who has made a specialty of working with men and developing some of the best salesmen in his line has said, "Every time a man gets a slap in the face it is a lesson, if he is the right kind of man. The men who have gone ahead with me have got more out of one week's adversity than from a whole college course. A streak of hard luck floors only the man who would give up anyway."

He told me not long ago a story about Anderson, a man he trained, who is now president of a nationally known food products company. Anderson came to him from college and was put on some hard, mean work. Before this particular trainer of men ever spends much time and money on developing a new salesman, he wants to discover whether he has endurance, determination and energy. Therefore, at the start he takes one of the hardest jobs that is open and explains to the man that it is far from easy. It was a job, as he told Anderson, that he almost hated to give to a man just out of college. He cuts out his later turnover by having a big turnover at the start, because over 30 per cent of the new men don't last over three weeks at the type of work he gives them.

"I didn't have an opening for a salesman at the time," said my informant, "but there was a mean job open in the foundry under a sour foreman whom no one could get along with. I told Anderson how hard and dirty the work was, but he refused to be discouraged. He went in and stuck. I almost forgot about him. I let him stay there four weeks. One day I saw him out in the factory and brought him into the office.

"He wanted to be a salesman and pretty soon the opportunity came. I heard that one of our hardest competitors had made inroads upon an account and had practically taken the business away from us. It was a hopeless job, so I asked Anderson whether he wanted to tackle it after three or four days of preparation. I gave him all the facts I could about our line and its advantages and then sent him over. But the job was done; the order had been placed elsewhere and he secured a final and absolute 'no.' This I discovered not from Anderson but from our prospect himself whom I happened to meet at the club the day after Anderson had called upon him.

"He never made a report to me on the 'no'; instead, he came in and worked up a totally new presentation on our line. It was based upon three days of intensive study of the other man's problem and proposition. We had around the shop the usual list of testimonial letters sent us by people who had bought our boilers for their school buildings, factories and apartment houses.

SHOWS THE WAY FOR OTHER SALESMEN

Anderson worked out a presentation on them which has since gone into most of the other men's kits. He discovered that the other man had ordered boilers for a specific purpose in a specific type of industry. Instead of taking a whole series of letters from any man who happened to be around the place, he made a study on this industry and then got some letters that applied to the particular problem. He didn't take out twenty-five or thirty letters, but just five, as I remember it, and beneath each one, pasted

neatly in a photograph album, he had put the result of an interview with a prominent local architect. These were typewritten on a different colored paper and each contained a concrete suggestion which was of value to the man he was calling on.

"He went over and showed this to the prospect, who had definitely and finally turned him down, left it with him, came back a couple of days later and literally scooped the order out of the other man's pocket. It made such a definite and dramatic showing that the 'lost' customer couldn't do anything else but cancel the order given our competitor. Anderson always has been spurred on by adversity instead of being knocked down by it."

It is said that the late H. P. Davison subjected Harvey D. Gibson, now president of the New York Trust Company, to a test to see whether he would be knocked out by hard luck. Gibson had been assistant to Seward Prosser, at that time president of the Liberty National Bank. One day Mr. Prosser told his assistant that the directors were going to make the latter vice-president, that all of them had endorsed the idea except Mr. Davison, who was out of town. The day of the meeting Mr. Gibson waited outside in high spirits and when the directors emerged from the board room he was ready to receive his appointment. Instead of that they all walked past him without saying a word. Mr. Prosser told his assistant that the chairman of the board, H. P. Davison, had asked him not to bring up the matter before the board at that particular meeting. Mr. Gibson told Mr. Prosser not to be downcast, that the time would come sooner or later when they would want him to be a vice-president.

It was thirty days later when Davison asked Prosser how his assistant was getting along. "What did he say when you told him he wasn't going to get the job?" asked the financier. "Was he terribly disappointed?" Prosser told Davison what Gibson had

said when the news was broken to him and then the chairman of the board explained, "I do want him for vice-president. He is a little bit new in the organization and I wanted to see just how he was going to act under a big disappointment. I wanted to see if he had a yellow streak in him." Later on, Gibson was elected vice-president and shortly afterwards president. He knew how to act when adversity gave him a slap in the face to see how he would take it. Adversity shows either a man's yellow streak or his resourcefulness.

A LABORATORY TEST ON ADVERSITY

One of the largest companies in America in its program for the interviewing of applicants for the sales department, has three instructions to be used in the second interview which are designed to show how a man will stand adversity and hard work. The instructions follow: "Present carefully and in full all details about the salesman's work. Show the applicant some of the difficulties he will be up against. Point out the time he will have to spend in traveling, the long hours he will need to put in if he is to make good, the number of calls he will have to make. Does he seem dismayed about the difficulties? Does he seem to brush them aside as trivial? Does he apparently accept them as difficulties that exist to be met in order that he may be successful by overcoming them?"

The man who hires most of the salesmen for this particular company has discovered that the applicant who brushes aside difficulties as being trivial is the one who shows the yellow streak quickest. The kind of a man who will turn adversity to good account in increasing his own resourcefulness is the type who at the start recognizes the existence of difficulties, appreciates the troubles they offer him, but is willing to plan carefully so that they may be overcome and thus increase his own sales efficiency. In helping the salesman who



Pegging Away

BEFORE the advent of the Country Weekly Newspaper, the gossipy village cobbler dispensed news while pegging away at his neighbor's shoes. Advertising is still news to the rural reader's mind reached by the Country Weekly Newspaper. Keep pegging away on the 60,000,000 prospective customers for your product, who look upon the Country Weekly Newspaper as the only guide to their purchasing plans. In the 8 to 16 page home town paper, competition is far less than in the padded forty page metropolitan daily. You fractionalize your copy display in a bulky magazine with its scattered coverage. Focus your campaign on your distribution centers. Advertise in the Country Weekly Newspaper. Whether it's 8 or 8,000, call today.

American Press Association

225 West 39th Street, New York

EXECUTIVES

John H. Perry, President

Emmet Finley, Sec'y and Gen. Mgr.

William Griffin, Vice-Pres.

George A. Riley, Treas.

PRINCIPAL OFFICES

58 Sutter Street, San Francisco

122 South Michigan Avenue, Chicago

1015 Chestnut Street, Philadelphia

Central Building, Seattle

Kreage Building, Detroit

COUNTRY NEWSPAPER HEADQUARTERS

wants to use adversity as a stepping stone instead of a stumbling block, the sales manager has a certain amount of responsibility. The man who is going to conquer a real sales difficulty has to go back with a new idea. The salesmen who look at difficulties as means of getting ahead are intelligent. The more intelligent the salesman the more he abhors sameness. As the president of the Durham Duplex Razor Company said recently: "Intelligence and imagination, two things every successful salesman must have, require variety for their development and when the salesman is forced into merely calling through mismanagement and a lack of interesting selling material, his intelligence and imagination become inactive."

Intelligence in a sales force requires a real equipment of material, facts and ideas with which each individual salesman can make his follow-up talks interesting and forceful. Many sales managers make the mistake of giving their sales force a whole lot of material at once. In the presence of the prospect the salesman is often able to present merely some one incident out of the day's news and to state a quick comeback to some buyer who, because he is busy, requires quick action.

Whenever it is possible it pays to make the individual salesman his own sales and advertising manager in his territory. He should be the full representative of the house in every town where he calls and each trip out he should have some new sales argument with a definite news angle to present.

Even a completely filled sales manual often has the effect of making the salesman spill all his ammunition at the first visit. He is full of enthusiasm and interest. He tells the prospect almost everything he knows the first time and when he makes his second, third and fourth calls he goes down in a steadily diminishing curve. Such a man, properly equipped with new talking points and incidents out of the daily

news with which every business is full, is enabled to meet adversity with the best tools to overcome it, namely, imagination, interest, pep and enthusiasm based upon a new approach at the point of sale.

No salesman who uses hard prospects as stepping stones to his future developments can ever present an entirely new selling talk to each one of his different prospects. What he must do is to dress the old selling talk in new language and new forms. He must tell the same story because there is only one best story to tell about any one proposition, but he can introduce it with a new angle each time he calls.

The sales manager who wants his men to thrive on adversity instead of being knocked down by it, must see to it that his salesmen know what they are going to say in definite sequence and how they are going to say it before they ever stand in the presence of the prospect. A new bit of information picked up at the time of the visit or a new letter out of the week's mail may and should change the approach, but the background remains the same, ready to be called on in its definite sequence when the opportunity arises.

T. F. Ward Joins "American Legion Weekly"

Thomas F. Ward has joined the Eastern advertising staff of *The American Legion Weekly* and will cover New York State territory. Mr. Ward was formerly with Barron G. Collier, Inc., and was more recently advertising representative of *The Packing House News*, Tampa, Fla., for the territory of Georgia and the Carolinas.

Has Ohio River Steamboat Account

The Louisville and Cincinnati Packing Company is conducting a newspaper advertising campaign in its territory. The advertising account has been placed with The Henry B. Flarsheim Company, Cincinnati advertising agency.

Gustave Wendler, formerly chief photographer of the Stadler Studios, New York and Chicago, has joined the Cleveland Advertising Art Company, Cleveland.

Apr.

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Subject—Samples or Magazines?

—Why Both, of Course!

Gentlemen:

Sampling alone is not enough. It may be successful, but success is always relative. It may pay big dividends, but they are comparative and fluctuate in amounts and duration.

The important factor is the foundation under your market building. If a new generation is growing up which does not know why your product should be used, having merely sampled it and decided for or against it purely by the fancy of taste, and having also been constantly and convincingly educated, by interesting advertising in almost every magazine, that your competitor's product is better, then your sampling alone is inadequate.

All intelligent people in America read magazines and have their buying, living and thinking influenced by such reading. You lose much of prestige and permanence if you do not go along with these sixty-five million adult, white, literate Americans.

A profession cannot be depended on—for long. Professions follow fads. Last decade they swayed heavily toward you. It was very gratifying. This decade they are following new discoveries, new leaders, new theories, into other fields, becoming just as enthusiastic over other products, other methods, other slants of scientific reasoning, as they were formerly over your splendid and most useful article. Yours now sinks into the background of well-known commonplace which no longer excites interest, gives a thrill of new experiment or brings plaudits for the professional or lay suggestion.

Magazine advertising in connection with a lesser amount of sampling, greatly enhances the value of each sample by creating a knowledge and appreciation of its usefulness, safety and character.

The above is only "Text." The complete development of the argument leads into facts, figures, experiences and proofs which seem to us to be overwhelming.

Yours very truly,

M. P. Gould Company

Advertising Agency.

Member of American Association of Advertising Agencies.

44 Fourth Ave., N. Y.

Again!~
THE PRESS
▪ *has the* ▪
LARGEST CIRCULATION
of any
Cleveland Daily Newspaper

Federal Statement, April 1, 1924

196,

The Plain Dealer
192,083

The News
158,880

The Times
21,175

and Always!

FOR ELEVEN YEARS AND SIX MONTHS

—from Apr. 1, 1913 to Mar. 31, 1924—the average circulation of Cleveland Daily Newspapers was:

**PRESS
EXCESS**

The PRESS.....183,336

The Plain Dealer*...159,450....23,886

The News.....128,836....54,500

*Including "Morning Leader," merged with Plain Dealer in 1916.

There is nothing more stable in Cleveland merchandising than the **SUSTAINED CIRCULATION SUPREMACY OF THE CLEVELAND PRESS** over the *entire period of SWORN CIRCULATIONS.*

039

The Press
First in Cleveland

One of the **SCRIPPS-HOWARD NEWSPAPERS**
Including the Scripps-McRae League

Nationally Represented By

ALLIED NEWSPAPERS, INC.

52 Vanderbilt Ave., New York.

With branches in
Cleveland

Chicago

San Francisco

WHAT OTHERS SAY ABOUT US

"DURING the past few years and quite recently since we knew we were going to establish new quarters, I have visited the offices of several publications and I must confess that my mind always goes back to the ideal arrangement which you have in your establishment. You have impressed this standard so firmly in my mind that I find it extremely difficult to dismiss it with equipment which might be labeled 'just as good.' "

An extract from a letter written by a large advertiser.

Remember—We Guarantee

700,000

The Household Journal is a thirty-year-old publication circulating in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska and having the **Lowest Rate** in proportion to circulation of any paper in its class!

Paid in Advance

All mail subscribers
at the Low Rate of

\$2.60 an agate line

\$1540.00 a page

(680 Lines)

*Forms close promptly 5th
of preceding month*

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.*
Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

H. R. 7877—The House Decides to Spend \$50,000

What Happens When Congressmen Begin to Talk about Advertising and Selling Policies

CONGRESSMAN JOHNSON of Kentucky has uncovered another scandal. But before taking up Mr. Johnson's scandal, it is necessary to get a background.

Imagine a board of directors composed of 450 individuals. Most of the 450 have small-town legal or political training. They owe their position on the board to certain vote-getting qualities attached to their personalities and records.

A few are editors back home. A few, perhaps, started in life as salesmen. However, most of them know advertising as something you see in newspapers and magazines, and salesmen as the fellows who sit around the Commercial House on Saturday night.

Now imagine these 450 sitting down to talk over advertising and selling policies involving the sale of several million dollars' worth of merchandise.

From now on let the Congressional Record tell the story of Mr. Johnson's scandal and what it led to. H. R. 7877, the War Department Appropriation Bill is under discussion. There has been a certain amount of uninteresting talk, the eagle has screamed once or twice, but on the whole it has been a quiet morning. Then Mr. Johnson rises.

Mr. Johnson, of Kentucky—The atmosphere around our National Capital is laden with scandal. I sincerely trust that the matter of which I am now about to speak is merely bad judgment or, at worst, a reckless expenditure of public money rather than a corrupt one. Whether it be bad judgment, recklessness, or corruption, the fact remains that more than \$1,000,000 have been expended for a purpose for which a few thousands would have sufficed, even if the money had been used most liberally. . . . When the war was

over a lot of surplus goods were sold. As a member of the Subcommittee on Appropriations which wrote the Army appropriation bill I heard a side remark in the committee room that an auctioneer had been paid \$1,000 a day—or rather for thirty or forty minutes of a day—for merely crying the sale of some Army goods. In answer to questions propounded to some of the officials, I learned that not only had \$1,000 a day been paid to auctioneers, but that many thousands a day had been so paid. . . . It developed that the plan of compensating the auctioneers was on the percentage basis, instead of by the day, week, month, or year. Just what the motive may have been for adopting the percentage plan is one of conjecture only. However, it can be safely stated that no more effective way of paying large fees could possibly have been devised.

The report which was furnished by the War Department, and to which I have just referred, discloses that M. Fox & Sons, of Baltimore, Md., were employed on 113 different days for merely crying auction sales. The testimony shows that the auctioneer did not pay for the advertising nor for any other expense incidental to the sale. The compensation allowed the auctioneer in every instance was merely for saying, "How much am I offered for this piece of property?" then starting the offer or offers, and then saying: "Look out! All in! Once, twice, three times, and sold!" For those 113 days the auctioneer was paid the enormous sum of \$230,370.72. For less than one third of a year he was paid more than the President's salary for three years. To go more into detail, he was paid \$2,038.67 for only a part of each of those 113 days. This auctioneer was paid at the rate of approximately \$750,000 a year.

[In addition he cites a long list of auctioneers and the commissions received. He finds to his dismay that if some of the auctioneers were to be paid by the year at the same rate they received for a few days' work their salaries would be more than a million a year. He arrives at this figure by the simple process of multiplying by 365.]

The talk now turns to sales policies. What have the gentlemen to say about sales managers?]

Mr. Kenzie—Will the gentleman yield for a question? These sales took place under the direction of an officer known as the Director of Sales.

Mr. Johnson of Kentucky—Yes; I think so.

Mr. McKenzie—He handled the whole matter and hired the auctioneers, I presume.

Mr. Johnson of Kentucky—If you could use the word "hired"; yes.

Mr. McKenzie—My recollection is—and pardon me if I make a statement—that when this matter came up in the Committee on Military Affairs way back yonder there were some of us who protested very strenuously against the necessity of this Government having to hire a Director of Sales to instruct the men to do the work who really had to do it; and, as a matter of fact, I have always felt that this Director of Sales was just simply an officer fastened onto this country unnecessarily.

Mr. Dickinson of Iowa—When was that officer of sales created?

Mr. McKenzie—Way back in 1919, right after the war; and the first Director of Sales was in Philadelphia on a salary that was enormous.

Mr. Johnson of Kentucky—I hope from the remark made by the gentleman from Iowa (Mr. Dickinson) that because the Director of Sales may have been authorized back in another administration, it is not the purpose of the present administration to reject all that is good in the former administration and accept all that is bad.

Mr. Anthony—Is it not true that this system, which we must

all condemn as being wasteful and extravagant, prevailed under both administrations?

Mr. Johnson of Kentucky—I just so stated.

Mr. Anthony—And was caused by the laxity of Congress in this case in authorizing the War Department to make these sales of surplus property and to consume 5 per cent of the total amount realized in the expense of selling?

Mr. Johnson of Kentucky—I cannot answer the gentleman's question, because I have not the information.

Mr. Byrns of Tennessee—Mr. Chairman, does the gentleman mean to say that Congress authorized a 5 per cent commission?

Mr. Anthony—I think I am correct in stating that Congress authorized them to spend 5 per cent of the amount realized in the cost of selling, and in this bill we are undertaking to curb their advertising costs.

[This leads into a discussion of advertising. After giving a confused explanation of how newspapers pay agency commissions the gentleman from Kentucky gets down to facts as follows:]

Mr. Johnson of Kentucky—Oh, yes. I wish to repeat that out of all the Government auction sales that advertisement is the only one that I came across that states the place where the sale is to be and the hour at which it is to be held. Here, in another paper, is the advertisement of a sale out at Chicago for May 17, 1923. This is an advertisement of 13,630 sets of harness, various; 2,097 saddles, 23,494 bridles, 6,055 surcingles, 2,877 buckets, watering, canvas, 14,670 bags, feed, grain, supply; and other things in proportionate number. Suppose you or I wished to attend that auction sale which then to be held was at Chicago; where would we go? and at what hour would we go?

Mr. Speaks—Is there any record of the proceeds of that sale?

Mr. Johnson of Kentucky—I have not them separately. Just in that connection allow me to invite your attention to the advertisement of two Government sales to be held in Los Angeles. One is an auction sale of United

Advertisers anywhere in the United States who plan to use the Chicago Tribune's new Coloroto Weekly will save money and get better results by letting Bundscho set the type. Right on the ground-floor, working hand-in-hand with Tribune experts, we know all the ins and outs of the new technique. Every Bundscho Coloroto proof is pulled on special stock furnished by the Tribune and is specially treated to save a negative, a positive and more than a day in time. If you think that's worth while, why not drop a line to Bundscho?



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON · 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

States Government property and the other is an auction sale of a merchant of Los Angeles, advertising that on a certain day he would dispose of \$75,000 worth of goods at auction. Now, let us see the difference between the two advertisements. The advertisement of the sale of Government property does not say where the sale will be or the hour at which it will be. Then let us take that of the business man. It reads as follows:

Auction. Close-out sale of Buttress & McClellan's entire stock of machinery, valued at \$75,000, to be sold Wednesday, April 25, at 9.30 a. m., 211 Alpine Street, Los Angeles.

At the bottom of that advertisement, after some intervening matter, it says this:

Do not miss it! How to get there: Go north on Broadway to Alpine Street, two blocks north of Sunset Boulevard. Turn east one-half block.

Will somebody tell me why there was not some such business method interjected into the sale of Government property so that a man could find the place of sale?

Here is an advertisement of a big sale at Brooklyn, May 24, 2,290 ponchos, various; 466 pairs of shoes, field, 9½ to 14, B to EE; 56,050 bags cotton, white; 77,765 bags, kit; 4,192 belts; and a whole lot of other stuff. Now, that is advertised to be sold in Brooklyn on a specified day, but when a man goes to Brooklyn and wants to attend a sale, where is he to find out the hour the sale is to take place, and where in Brooklyn?

[Three days have passed. It is Tuesday, March 22, and H. R. 7877 is still under discussion.]

Mr. Wainright—Now, there were three methods open to the Government to handle this advertising. One was to draw experts from the advertising field and place them on the pay roll as Government employees. The salaries required made this impracticable; and besides, had that been done, that expense, according to the practice of the newspapers, would not have been borne or assumed by them. An-

other plan was to employ an advertising agency when the usual expense of 15 per cent upon the total advertisement would have been borne by the publication. The objection to that was really raised, as I understand, by the newspapers themselves. The other plan was to permit the newspapers themselves to put in the office of the Director of Sales, or in the sales department, a group of their own people who were skilled advertising people, and pay them themselves; people who could make up the copy and the layout and illustrations and everything that was required, and give the people in the department the benefit of their skill.

Now, that method was adopted and it led to the appointment of what was known as the "surplus property committee," which was appointed by organizations representing about 75 per cent of the newspapers and trade journals of the country. This was a committee that operated entirely without pay, as a sort of co-operative service bureau of the news and trade papers. They selected or appointed those people who had been in the sales office preparing the advertisements. The expenses and salaries of these people were borne by the newspapers, through an assessment pro rata upon the newspapers carrying the advertisements, the figuring of the assessments and the collection from the newspapers being carried out by this committee.

Mr. Stengle—Did that committee fix the space limits of the advertisement, or did the department?

Mr. Wainright—Not at all. This committee had nothing to do with the selection of the publications nor with the actual placing of the advertisements and the amount of the space occupied. That has been retained in the control of the officers of the department itself, and I may say has been very jealously guarded.

[*Mr. Begg* injects a little practical advice.]

Mr. Begg—Yes; and here is another angle to the proposition. If you got sick, whom would you

When East Meets West



MR. F. J. ROSS,
Pres. F. J. Ross Co.,
Advertising Agency,
New York, N. Y.



MR. W. J. PETTEE,
President, Pettee's,
Hardware Merchandisers,
Oklahoma City, Okla.

Mr. Ross, may we have the pleasure of introducing to you Mr. Pettee, a hardware merchant whose name would decorate the books of any hardware manufacturer you know.

Mr. Pettee runs a hardware store in Oklahoma City, Okla. This store does one of the largest retail businesses of any hardware store in the United States. Here is what Mr. Pettee says about himself:

Started hardware store in 1889 with \$400 capital.
Continuously in business since that time.
Do approximately \$1,000,000 business annually.
Pres. State Hard. Ass'n, 1904, 1923, 1924.
Pres. Okla. City Chamber of Commerce,
1920-1921.

Have read Hardware Age consistently ever since it was published.

It is not so much the number as the kind of dealers that determines a manufacturer's annual volume of sales. Likewise—it is the nature of the contact a publication has with its field that determines the net value of its circulation and the real power of its advertising.

HARDWARE AGE

239 West 39th Street

New York City

MEMBER A.B.C. and A.B.P.

ORDERS!

When all is said and done, sales are the ultimate object of most advertisements.

If this is true in your case, the letter herewith will help you estimate the real value of INDUSTRIAL POWER.

We would be glad to have the privilege of giving you further facts.

Feb. 22, 1924.

C. GILBERT NORTON
100 N. ARLEIGH BLVD.
CHICAGO, ILLINOIS
Technical Advertising

Mr. A. S. Manjer, Publisher,
Industrial Power,
440 South Dearborn St.,
Chicago, Ill.

Dear Mr. Manjer:—

A client of mine has just transmitted the full returns from his advertising for the year 1923. Inasmuch as the results from Industrial Power show your paper to be the best on the list in every respect, we feel you are deserving of having the facts in hand.

	Inquiries	Orders	Units Sold	Advertising Cost per Unit Sold
Industrial Power	66	25	172	\$1.21
"A" Magazine	9	41	641	2.00
"B" Magazine	14	29	656	3.40
"C" Magazine	5	10	206	4.06

The above results are for four papers in the power plant field. Figured on the basis of investment, or sales return per dollar space cost, for these papers:—

	Investment	Sales Return
Industrial Power	\$5.214	\$10.249
"A" Magazine	\$10.249	\$12.549
"B" Magazine	\$12.549	\$11.029
"C" Magazine	\$11.029	\$10.249

(Figured by dividing sales) (in \$ space cost in \$.)

Compared with total of 11 papers covering power field, and special industrial markets, the results show:—

Industrial Power leads in number of inquiries, number of units sold, total sales receipts, and with lowest cost per unit sold.

Industrial Power produced 50% of all sales and sold 41% more units than its nearest competitor.

When one considers that trade paper advertising is expected only to produce inquiries, the direct sales in such quantities as produced by your paper is especially gratifying.

Very truly yours,
C. Gilbert Norton

Industrial Power

*Dedicated to the Conservation of
Labor and the Nation's Resources*

440 SO. DEARBORN ST., CHICAGO

send for—a horse doctor? If the Government had billions of dollars' worth of surplus blankets, where would they go to get some man to dispose of them? Would they go to New York or would they go out into Ohio and pick somebody that knew nothing at all about where to go to find customers? You in your particular line can go out in your particular line and find business, but I will say to you, seriously and with no egotism, that I can sign you up on a commission contract this afternoon to go and do work or I can put you on a flat salary to go out and do work, and in the next six months you cannot earn enough to pay your carfare, and I can follow you, with the same territory, and I can get enough business to pay more than my congressional salary a whole year. Now what is the difference? It is not because I am smarter than you, but because I have been trained in that special line and do not get excited when a man makes a few thousand dollars if he is a specialist, particularly if he is earning more for you than you are able to earn for yourself.

[Later Mr. Quin objects.]

Mr. Quin—Mr. Chairman, I have not consumed any time on this Navy legislation or this Army legislation, but the time has arrived when I feel that I must say something. I am surprised that the gentleman from Ohio (Mr. Begg) has the gall to get up before the House of Representatives and not only condone but actually recommend this raid upon the United States Treasury through the War Department to pay these auctioneers these enormous sums of money. Every man in the House knows that when the Congress of the United States authorized these sales of the vast supplies that the Government had on hand at the end of this war, at no time was there a Member on this floor, unless it was the gentleman from Ohio (Mr. Begg), who thought that the Congress of the United States was authorizing anybody in the War Department to rob the taxpayers of this country.

(Applause.) Yet in recommending himself as a salesman, he actually had the temerity to tell this House that these men who received all the way up to as high as \$25,000 a day each, and that only a portion of a day, for selling goods that we had gone out through bond issues to get, raking almost blood money from the taxpayers of this country, were not paid too much. Nobody ever believed that the money of the taxpayers would be squandered in any such manner as that. The gentleman from Kentucky (Mr. Johnson) has related here what they have been doing. The gentleman from New York (Mr. Wainwright), although I do not know what he said, seems to think that it was all right, and not knowing who is responsible for it, it occurs to me that this House ought to have an investigating inquiry into the responsible heads who authorized any such outrageous conduct on the part of the Director of Sales or anybody else.

My judgment is that the taxpayers of the United States, not knowing what is going on here, who read the speech that the gentleman from Ohio (Mr. Begg) made, would think that the Congress of the United States thinks it is all right and honorable to go out and rob the taxpayers of this Republic.

[More discussion, then an amendment, and the result is summed up by Mr. Watkins.]

Mr. Watkins—Mr. Chairman, I desire to say, in addition to that, that the paragraph deals with the sale of property by the War Department. The paragraph is labeled "Contingencies of the Army"—contingent expenses. This is simply a limitation on the compensation of the man who is engaged to conduct the sale. The proviso reads: "Provided further, That the amount expended or obligated for advertising sales of surplus War Department property during the fiscal year 1925 shall not exceed \$50,000." The mere reading of that proviso would indicate that the amendment is not only germane but in order as a limitation.

[It remains, however, for Mr.

Longworth to close the argument with the following terse but embracing remark:]

Mr. Longworth—Mr. Chairman, reserving the right to object—and I shall not object—I call the attention of the committee to the fact that it is now nearly half past 4 o'clock and we have read but three pages of this bill. I think every gentleman will agree with me that it is of the utmost importance that we should get rid of at least two appropriation bills this week in order that we may not give another body an opportunity to say it has not the time to act upon them in time to adjourn in the first week of June. I do not believe there is a gentleman present who does not want to adjourn early in June.

White Motor Company Sales Higher

The White Motor Company, Cleveland, for 1923, reports gross sales of \$48,876,606, an increase of \$11,608,380. This is a gain of 31 per cent over its 1922 record. Net profits last year are shown as \$6,964,665, after Federal taxes and all deductions. These figures compare with gross sales of \$37,268,226, and net profits of \$3,213,618 for 1922.

Earl & Wilson Advertising Offices Moved to New York

Robert N. King, advertising manager of Earl & Wilson, E. & W. collars and shirts, has transferred his headquarters from Troy, N. Y., where he has been for the last five years, to New York. G. R. Solomon, who had been vice-president in charge of sales and advertising, is no longer with the company.

Chicago Transmission Company Appoints Maley

The Chicago Transmission Company, Chicago, has appointed the Harry C. Maley Company, advertising agency of that city, to handle the advertising of Chicago auxiliary transmissions for Ford motors. Farm and automobile publications are being used.

Joins Whole Grain Wheat Company

Joseph B. Probst, formerly with the Turner-Wagener Company, Inc., advertising agency, and The Ehlbert Advertising Service, both of Chicago, has joined the advertising department of the Whole Grain Wheat Company, Chicago, manufacturer of health foods.

Swift Limits Introductory Offer to Shareholders

Shareholders only may participate in a merchandise offer which is being made by Swift & Company, Chicago. In a circular letter the company announces that shareholders are given the privilege of buying as many cartons of Wool Soap as they may desire at a specially reduced price. Each carton contains twenty-four cakes of soap. The offer is made annually.

"Year after year we are encouraged to make this offer, anew," the circular reads, "because of the thousands who instantly respond. Profit by this annual introductory event. Then buy further supplies of Wool Soap from your dealer." Shipments will be made to any point in the United States with charges prepaid. A coupon is attached to the circular to assist the shareholder in placing an early order.

Plans Chain of Potato Waffle Factories

The American Potato Waffle, Inc., Long Island City, N. Y., manufacturer of potato waffles, is establishing a plant to serve New York City territory and plans to advertise its product shortly in newspapers of that city. In the next six to eight months the company plans to establish factories in 176 cities of the country and will conduct local newspaper campaigns in each city. The advertising account has been placed with The Lay Company, Inc., New York advertising agency.

C. Alan Walker Joins Zellerbach Paper Company

C. Alan Walker has been appointed director of the advisory department of the Los Angeles division of the Zellerbach Paper Company. He recently conducted an advertising business under his own name at Los Angeles and was formerly director of advertising and sales promotion with the Smith-Booth-Usher Company, machinery and supplies, San Francisco.

New Investment Account with Norman F. D'Evelyn

The advertising account of Dean Witter & Company, San Francisco, investment securities, has been placed with Norman F. D'Evelyn, advertising agent of that city. Dean Witter, who recently formed Dean Witter & Company, previously had been with Blyth, Witter & Company, investment house.

Thomas Wylie Joins E. T. Howard Agency

Thomas Wylie, who has been president of Wylie & Sutton, Inc., New York advertising agency, is now associated with the E. T. Howard Agency, Inc., advertising agency, also of New York. Mr. Wylie was at one time with N. W. Ayer & Son and the Century Company.

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Apr. 11

Apr. 10, 1924

PRINTERS' INK

Life

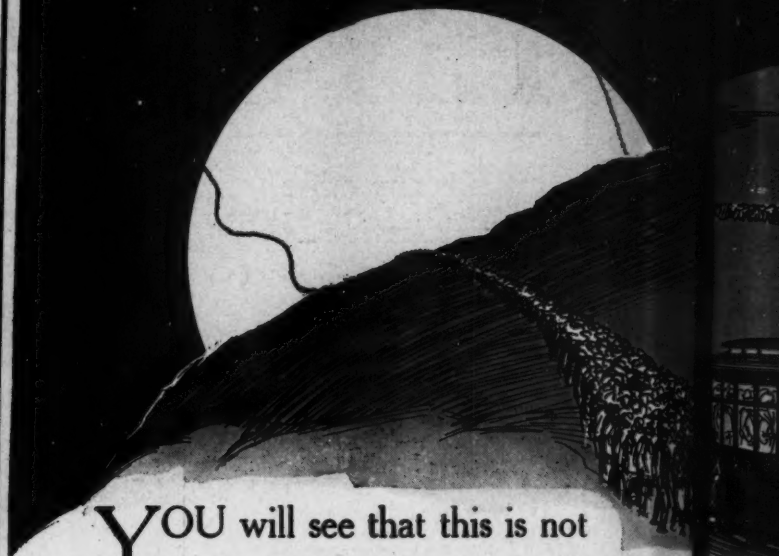
Has any other
publication as
many readers
per copy?



Life offers a primary circulation of 140,000 class families, the finest in the land. And in addition a secondary circulation which brings the rate per thousand readers below that of even mass media. May we show you these figures?

Life, 598 Madison Ave., N.Y.

FROM THE EAST TO * Around It Ba



YOU will see that this is not
exaggerated when you realize that since the
beginning of the Christian Era, Father Time has registered
1923 years, or 701,895 days, or 16,848 hours
and that it takes only 25 days for the Streets of
to register 1,000,000,000 passengers.

STREET RAILWAYS OF CHICAGO

Central Office
Borland Bldg., Chicago

Home Office
Candler Bldg.

TO THE MOON Back Again!

THE MOON is 250,000 miles away, but Marching Fifty in a line, the great yearly army of Street Car Riders *one yard apart*, would reach all the way from your city, around the Moon and back again.



This registered

84 hours, or 1,010,726,800 minutes

Stars of the United States

YVERTISING CO.

Western Office
Monadnock Bldg., San Francisco

Work Demanding UNUSUAL EQUIPMENT

FOREST AND STREAM

"IT is a long 'mush' from the smell of printer's ink to the scent of big game deep in the woods; but that is the distance Forest & Stream travels each month to carry its more than 100,000 copies to 'His Majesty, the American Sportsman.' And over every inch of the trail our 'pack' is made lighter by the excellent service and producing abilities of our printers—Isaac Goldmann Company."

WILLIAM BRUETTE, Editor.

SO that their growth would not be hampered by lack of mechanical facilities, Forest & Stream placed their printing with us about three years ago. With superior color and perfecting press equipment we have been able to keep pace with their remarkable increase in circulation.



ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET, NEW YORK CITY

Printers Since Eighteen Seventy Six
Telephone FRANKLIN 4520



VERSATILITY: "The ability to produce with equal facility work of widely varying character and requirements."

One of a series of advertisements on the Versatility of the Goldmann Plant



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A Waggish Business Letter and Then a Lawsuit

Even Though the Recipient of the Letter May Not Collect Damages There Is the Unpleasantness of a Trial as a Penalty

IF one must be waggish at the expense of another, the impulse to incorporate the witty remarks in a business letter should be resisted.

This is particularly true where the writer is in the employ of another person or a corporation. The reason is that the responsibility for any unpleasant results may be thrown upon the employer.

Such a situation is found in the case of *Berry v. City of New York Insurance Co.*, 98 S. E. Rep. 290, recently decided by the Supreme Court of Alabama.

P. H. Hoffman was a special agent of the defendant insurance company. He had known the plaintiff, Berry, who was also an insurance agent, about eight months, when Berry sustained a fire loss. Berry held a policy in the defendant company, and it became Hoffman's duty to write to Berry concerning an adjustment.

In the course of his letter he took occasion to observe, playfully: "You must need the money, otherwise there would have been no occasion for the fire."

Berry took exception to this remark and sued the insurance company for damages for libel. It was held that the company was not liable in damages. The reason was that the remark, in the circumstances in which it was made, did not constitute libel.

The letter which Hoffman wrote to Berry reads as follows:

Jacksonville, Fla., July 13, 1921. Mr. T. R. Berry, Russellville, Ala. Dear Tom: Loss: No. 20108 Berry. Your wire, your notice that your furniture had been destroyed, came in due course—adjustment being referred to the Southern Bureau at Birmingham, with request that they give same as prompt attention as possible, as you must need money, otherwise there would have been

no occasion for the fire. They will probably send Cotter up to see you. Please show him a good time. With kindest regards, remain,

Sincerely,

P. H. HOFFMAN,
Special Agent.

In determining whether a written statement is libelous the test is: "What do its contents import to an unbiased mind of ordinary intelligence, reading the instrument as a whole? Applying this test, the court said:

Used in the ordinary sense employed by insurance men, the request for prompt "adjustment," coupled with the words, "as (because) you must need the money," can only be read as expressing a purpose to help the addressee get his money for the loss.

Now, if we give a literal import to the words, "else there would have been no occasion for the fire," we have Mr. Hoffman charging Mr. Berry with burning his property for the insurance, and at the same time confederating with him to collect it from the insurance company.

If the letter imputes a crime to Mr. Berry, it also imputes to Mr. Hoffman an effort to forward the perpetration of a fraud on his company. The ordinary reader would hardly expect any such purpose set down in a written document. Here, then, is a document utterly at variance in its different parts. Every portion of it shows an intimate, friendly business message, save that portion in which he gives his reason for requesting a prompt adjustment. Instead of claiming a special friendship or business connection as the occasion for special efforts in Mr. Berry's behalf, he throws in the words complained of as libelous. Taken literally, the letter is an enigma.

The testimony of the stenographer to whom the alleged libelous letter had been dictated bore out the theory that there was no malice back of the letter. Her testimony was to the effect that while the letter was dictated, Mr. Hoffman, in a pleasant, jocular mood, said to her, "Let's kid the old bird a little"; that she replied, "All right, put it in." Then the words complained of were put in the letter.

"If true," said the court, "it shows that, at the time of publi-

cation the person to whom publication was made understood it was merely kidding. That is a basic inquiry in such case."

A judgment in favor of the insurance company was affirmed. While the company won it was, nevertheless, put to a great deal of bother and expense. And bother and expense are sufficient to bear out the statement that funny sayings may well be left out of business letters.

Bank Association Aids Fraudulent Security Fight

The Cleveland Better Business Commission is enlisting the support of the banking institutions of Cleveland in its campaign to stamp out fraudulent securities. The Clearing House Association of that city has adopted a resolution calling on its member banks to aid the commission in its work. The resolution asks the banks to prohibit the use of their names on their customers' literature without special permission. It is claimed that it has been a favorite custom for concerns of doubtful reputation to give bank references in their advertising literature. This leads people to believe that the bank referred to has some connection with the proposition.

Yale & Towne Advances H. C. Rahm

Herbert Charles Rahm, assistant advertising manager of The Yale & Towne Manufacturing Company, Stamford, Conn., Yale locks, has been advanced to the position of advertising manager. He has been acting in the latter capacity since August, 1923. Mr. Rahm was at one time with the advertising department of Sargent & Company, New Haven.

New Package for Rat Bis-Kit

The Rat Biscuit Company, Springfield, Ohio, informs its dealers that its Rat Bis-Kit, packed in new air-tight tin cans will be advertised in sixteen magazines this year. Newspapers covering various territories are also being used.

Represents Denver "News-Times"

The Denver *News-Times*, has appointed Ralph W. Mitchell, Kansas City, Mo., as its advertising representative in the latter territory.

"Weird Tales" Appointment

George Moyer, formerly advertising manager of *Home Folks*, Chicago, has joined the Rural Publishing Corporation, Chicago, publisher of *Weird Tales*, as advertising manager of that publication.

Advertising Value of Delivery Wagon Space

ROCHESTER, N. Y., Mar. 31, 1924.

Editor of PRINTERS' INK:

Referring to that Freihofer Baking Company letter reprinted under "Do These Charges Belong in the Advertising Account," in your issue of March 27, I should say the question of an advertising charge for space on delivery rigs is not a "borderline" issue at all.

If a concern has 300 covered vehicles constantly occupying valuable display space on the public thoroughfares of Philadelphia, space on which no commercial bill-poster dares tread, and is not fully utilizing that wonderful space with effective posters on each vehicle, advertising its product—not mere "identification" signs—then the head of that concern should open an account in his ledger with "Advertising Wasted," and charge off each month in red ink a sum equivalent to the current rate for posting 300 three-sheets plus 100 per cent premium for special position.

Why, doggone it, if I was in the baking business and had those 300 wagons circulating around the streets, I'd not only bill-board 'em, I'd illuminate 'em.

J. W. SPEARE.

New Ford Motor Accessory to Be Advertised

A campaign to merchandise a new pneumatic accelerator for Ford automobiles is being planned by the Motor Products Corporation, Detroit, manufacturer of windshields and motor car specialties. Plans call for the use of business papers and national publications. The Campbell-Ewald Company, Detroit advertising agency, which has been appointed advertising counsel, will direct this campaign.

Manhattan Electrical Supply Sales Higher

The Manhattan Electrical Supply Company, New York, reports net sales of \$8,283,463 for 1923 as against \$7,016,369 in 1922. In 1923 the cost of sales amounted to \$6,366,106. This compares with a sales cost of \$5,130,923 in 1922.

H. C. Fraser with H. G. Saal Company

H. C. Fraser has been appointed manager of the radio division of the H. G. Saal Company, Chicago. He was formerly with Lord & Thomas, and more recently has been with the Goodyear Tire & Rubber Company in dealer service.

Appoints Koch's List of Railroad Magazines

The *Relief Signal*, a monthly railroad men's association magazine, has appointed Koch's List of Railroad Magazines, Chicago, as its advertising representative.

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IF leadership in classified advertising in a local field is an index pointing to a better paper, then leadership nationally must prove much.

The Arizona Republican leads all of the newspapers of the United States in Classified advertising in the number of individual classified advertisements per capita and in the number of lines of classified advertising per capita.

The figures were prepared from their study of the situation by *Editor and Publisher*, a trade journal of the newspaper business. The following list is not complete. A few of the leaders have been selected to show the relative attainment of The Republican in leading all other newspapers:

City—	Newspaper	1922 No. of Ads.	Av.Lines Av.Ads		Popu- lation
			Per Capita	Per Capita	
PHOENIX	REPUBLICAN	229,022	44.9	6.5	35,000
San Diego	Union		41.4		74,683
Fresno	Republican	290,758	39.5	6.5	44,616
Sacramento	Bee		35.7		65,857
Miami	Herald	187,504	25.0	4.0	45,000
Spokane	Spokesman Review	326,864	21.9	3.1	104,204
Fort Wayne	Journal Gazette		21.0		87,000
Portland, Ore.	Oregonian	753,726	20.4	2.91	258,288
Columbus, Ohio	Dispatch	422,134	16.2	1.8	237,031
Des Moines	Register and Tribune		16.2		126,468
Worcester	Telegram Gazette	296,968	15.8	1.7	179,754
Houston	Chronicle	376,804	15.1	2.2	170,000
Dallas	News		14.7		200,000
Rochester, N.Y.	Democrat & Chronicle		14.6		295,750
Memphis	Commercial Appeal	299,386	14.0	1.7	162,351
Kansas City	Star		13.3		324,410
Omaha	World-Herald	359,321	12.2	1.8	200,000
Oakland	Tribune	563,832	12.0	1.6	380,000
Los Angeles	Times	1,483,286	12.0	1.95	760,000
Trenton	Times-Advertisers	228,981	12.7	1.9	120,000
Reading	Eagle	190,892	12.0	1.4	132,000
New Orleans	Times Picayune	510,981	11.5	1.3	387,219
Providence, R.I.	Bulletin		11.3		237,595
Denver	Post	576,029	10.81	2.25	256,491
Nashville	Tennessean	146,105	10.8	1.2	118,000
Atlanta	Journal	295,357	10.7	1.5	200,616
Seattle	Times		10.5		315,562
San Francisco	Examiner		10.5		506,676
Indianapolis	News	513,672	10.0	1.6	315,000

— it leads!



The Arizona Republican—Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

NEW YORK—Williams, Lawrence & Cresmer, 225 Fifth Ave.
 CHICAGO—Williams, Lawrence & Cresmer, 360 N. Michigan Ave.
 SAN FRANCISCO—M. C. Mogensen & Co., 564 Market St.
 LOS ANGELES—M. C. Mogensen & Co., Title Insurance Bldg.
 SEATTLE, WASH.—M. C. Mogensen & Co., Securities Bldg.



Looking Ahead

is what every national advertiser does when he directs a sales message to the young people.

For results—immediate and future—the good sense of reaching our million homes through their young people is being recognized by a steadily growing number of forward-looking national advertisers.

The complete confidence our million boys and girls have in our TRIO lays on us a responsibility, that extends to our advertisers, to see that such confidence is always merited.

(1923 was the largest advertising year in the TRIO'S history.)

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Ronald C. Campbell, 326 W. Madison St., Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"Cook's WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Will Debate Ratios of Advertising and Reading Matter

"Resolved that there should be a sliding scale of advertising rates in business papers to equalize differences in advertising value brought about by an excessive amount of advertising matter in relation to reading matter."

A debate on this subject will feature a meeting of the Engineering Advertisers Association at the Great Northern Hotel, Chicago, on April 14. J. C. McQuiston, advertising director of the Westinghouse Company, Pittsburgh, will take the affirmative side, and the negative will be upheld by Jesse H. Neal, executive secretary of The Associated Business Papers, Inc., New York.

Station KYW of the Westinghouse Company, at Chicago, will broadcast the following addresses which are also scheduled for this meeting: "How Industrial Advertisers Benefit from Organizations such as the Engineering Advertisers Association and the Technical Publicity Association," by J. R. Hopkins, advertising manager, Chicago Belt-ling Company; "How Advertising Reduces the Cost of Commodities to the Ultimate Consumer," by Jesse H. Neal; "Plans for the Exhibit of the National Industrial Advertisers Association and The Associated Business Papers, Inc., at the London Convention of the Associated Advertising Clubs of the World," by Ezra V. Clark, advertising manager, Clark Tractor Company, Buchanan, Mich., and "Advertising by Radio," by J. C. McQuiston.

Martin H. Glynn Sells Albany "Times-Union" to Hearst

The Albany, N. Y., *Times-Union* has been sold by Martin H. Glynn, former governor of New York, to William Randolph Hearst. In announcing the transfer of ownership the *Times-Union* states that Mr. Glynn will continue as editor and publisher and that its present personnel will be retained.

This latest acquisition gives Mr. Hearst three newspapers in New York State outside of New York City. The other two are the *Syracuse Telegram* and the *Rochester Journal*. The Sunday editions of the latter publications are published under the name of the *American*.

Newmark Agency Augments Staff

E. E. Garrison, C. P. Huntington, E. D. Griffin and H. D. Parsons, all previously associated with Durant Motors, Inc., New York, have joined the staff of J. H. Newmark, Inc., New York advertising agency.

Has Crown Flour Account

The Balfour Guthrie Milling Company, San Francisco, Crown flour, has appointed Crossley & Failing, Portland, Oreg., advertising agency, to direct its advertising.

Spring Ushers in Vacation Advertising

The United States Savings Bank of Newark, N. J., in newspaper space shows a canoist on a lake. "Vacation" it is captioned, "Start Saving for It Now." "Prepare for summer trips by putting aside a regular amount of money each week in a savings account," says this copy which points out that one will be repaid for his foresight when vacation time comes round and the money is ready and waiting.

A Newark furniture dealer has also sensed this general inclination. In newspaper space he asks, "Where will you spend your vacation this coming summer?" The text describes the beauty and accessibility of a lake three hours away. A lot at this location is offered free with a \$10 purchase of furniture. If one doesn't need furniture, there are other ways of obtaining the lots. To find out one has but to "Drop into Mullins."

Simplified Spelling Used by 556 Publications

At the eighteenth annual meeting of the Simplified Spelling Board, held at Columbia University, New York, last week, it was reported that 556 newspapers and magazines now use the twelve simplified words, the adoption of which marks the first step in the program of the organization.

These twelve words are: Altho, tho, thoro, thorofare, thru, thruout, catalog, prolog, decalog, demagog, pedagog, and program.

All officers of the association were re-elected. They include Professor Charles H. Grandgent of Harvard University as president, and Gano Dunn, president of the J. G. White Engineering Corporation, chairman of the trustees.

National Tank & Pipe Advertising Plans

The National Tank & Pipe Company, Portland, Oreg., is using newspaper space in a campaign which it is conducting to interest farmers, laundries, creameries, warehouses, etc., in its smaller-type tanks. This advertising is now appearing in newspapers in Oregon, Washington, Utah and Colorado. The company's advertising plans also include the use of mining and chemical trade publications. This account is being handled by the Joseph R. Gerber Advertising Company, of Portland.

Lockwood, Greene & Company Appoint Marschalk and Pratt

Lockwood, Greene & Company, Boston, mill owners, operators and managers, have appointed Marschalk and Pratt, Incorporated, New York advertising agency, as merchandising counsel in connection with their various textile enterprises.

Federal Court Helps Timken Preserve Quality of Product

Timken Roller Bearing Company Given Award over Chicago Dealer Who Advertised and Sold Altered Bearings as Timken Products

ON March 25 the U. S. District Court, Northern District of Illinois, Eastern Division, issued a perpetual injunction which is of more than passing interest and significance to manufacturers who are advertising and selling trade-marked merchandise.

This decision was rendered as the final chapter in an action brought by The Timken Roller Bearing Company, of Ohio, against the Leterstone Sales Company, operating an automotive jobbing and retail business in Chicago, on the grounds of unfair competition and fraudulent advertising.

Stripped of its legal phraseology the court said in effect that a manufacturer may look to the judiciary for a permanent injunction, damages and profits realized by the offending party when:

(1) The offending party uses a registered trade-mark or its equivalent in connection with an advertisement offering a product for sale when the product is not wholly manufactured and assembled by the company whose mark is used.

(2) The offending party sells or represents a product as being that of the manufacturer when it is not wholly of his making.

(3) The offending party does anything which may promote the belief that the product he is selling is that of a certain manufacturer when it is in fact not wholly that of the manufacturer whose name is used.

Up to 1918 The Timken Roller Bearing Company supplied The Studebaker Corporation with roller bearings bearing the number 2380 and the name "Timken." Since 1918 Studebaker and a number of other automobile manufacturers have used a Timken bearing of slightly different dimensions. This is numbered 2382. This latter bearing rendered

number 2380 obsolete; and the Studebaker Corporation, having about 15,000 of the old bearings on hand, sold them to the Leterstone Sales Company, of Chicago, in November, 1922. These were packed in small cardboard containers bearing the name "Timken Roller Bearings (Patented)," and the number of the bearings, "2380."

The court found that the Leterstone Sales Company had altered these bearings to correspond in size to the No. 2382 bearings manufactured by Timken, so that the resulting product was in part manufactured by Timken and in part by others. These bearings with their substituted parts were then stamped with the number 2382 and placed in the original, genuine cartons on which the old number had been altered. The Leterstone Sales Company then advertised in its catalogue and in publications "New Popular Size Timken Bearings," "Timken Bearings" and "Brand New Timken Cones Nos. 2380 and 2382, each bearing in regular Timken box. Original packages. Perfect condition."

The Leterstone Sales Company objected to being held accountable for damages and profits, although it has been established that:

(1) An accounting follows an injunction as a matter of course. *Mitchell v. Williams* 106 Fed. 168; *Walter Baker v. Slack* 130 Fed. 514, 519; *Sawyer v. Kellogg* 9 Fed. 601, 602.

(2) In the case of a registered trade-mark an accounting is a statutory right. Section 19 of the Trade-Mark Act.

(3) Plaintiff is entitled to damages as well as profits. *Walter Baker v. Slack*, 130 Fed. 514, 519; *Computing Scale Co. v. Toledo Computing Scale Co.*, 279 Fed. 648; 38 Cyc. 892.

In his decree Judge Cliffe, on the report of the special master

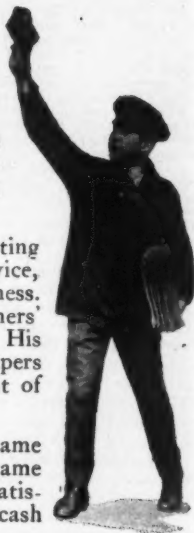
The Sun Carrier

EARLY every morning and afternoon he is on the job tossing The Sunpapers into the homes, in many blocks stopping at every doorstep.

To Baltimoreans the Sun Carrier is an indispensable part of their scheme of things. He serves their entire newspaper needs, regularly and promptly, in fair weather and foul.

He is a responsible business man, devoting his whole time to the supervising of service, collecting accounts, getting new business. He is a member of the Sun Route Owners' Association—an unique organization. His franchise for the distribution of The Sunpapers in his territory represents an investment of from \$1,000 to \$5,000.

Sun Carrier Service guarantees the same circulation of The Sunpapers to the same homes every day. Sun carrier delivery satisfies the reader, and it also rings the cash register for the advertiser.



February Average Net Paid Circulation

Daily (Morning and Evening) . . .	246,627
Sunday	178,287

**A Gain of 12,454 Daily and 13,258
Sunday Over February 1923**

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

**BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"**

GUY S. OSBORN, Inc.
360 North Michigan Avenue, Chicago

Detroit Office:
Ford Building

St. Louis Office:
Globe Democrat Building

in chancery to whom the case had been referred, restrained the defendant, the Leterstone Sales Company, perpetually

(a) From using the word "TIMKEN" or its equivalent directly or indirectly in connection with advertisement, offering for sale or sale of any product unless the same is wholly manufactured and assembled by the plaintiff.

(b) From selling or representing as a TIMKEN bearing or otherwise as of plaintiff's manufacture, any product not wholly manufactured and assembled by the plaintiff.

(c) From doing any act or thing, or using any artifice calculated to induce the belief that any product not wholly manufactured and assembled by the plaintiff is so assembled, and that a writ of perpetual injunction issue accordingly.

The court further appointed Charles B. Morrison, Master in Chancery, to take an accounting of all damages sustained by The Timken Roller Bearing Company and all profits realized by the Leterstone Sales Company by reason of the latter company's infringement and unfair competition.

Advertisers who seek to control the quality of their products until they reach the consumer's hands are continually faced with the menace of unfair competition in one form or another, particularly when they have built up a wide distribution and acceptance of their goods. As defensive weapons they, of course, have local Better Business Bureaus, the Vigilance Committee of the Associated Advertising Clubs of the World, the Federal Trade Commission and their own legal counsel as a final resort. When the element of unfairness is injected unknowingly or when it simmers down to a matter of deceptive advertising, a little persuasion or a campaign of counter-advertising often has cleared the atmosphere quickly.

There are, however, a number of different forms of competition which, lacking a better name, have come to be called "gyp" practices. For the most part they are parasitic and not particularly easy to combat unless a manufacturer has made an extended investigation on which he can base court action. A brief classification of these with a number of legal references may be of more than

temporary value to advertisers who have established their products and a demand for them in the minds of consumers. Such a classification follows:

(1) One common method of unfair trading is to sell the goods of one manufacturer under the oral representation that they are the goods of another. Ordinarily such transactions occur in retail stores where the purchaser asks for a well-known brand of a particular product and the dealer passes off another. The following cases are typical:

- Enoch Morgan Sons v. Wendover, 43 Fed. 420.
- American Fibre Chamois Co. v. DeLee, 67 Fed. 329.
- Wamsutta Mills v. Fox, 49 Fed. 141.
- N. K. Fairbank v. Dunn, 126 Fed. 227.
- Hennessy & Co. v. Neary, 19 R. P. C. 36.
- Hostetter v. Summers, 84 Fed. 333, 335.
- Vacuum Oil Co. v. Gooch, 37 R. P. C. 76.

(2) The goods sold in the cases just cited were frankly spurious. They had no origin in the plaintiff whatever, but later on another method of unfair competition grew up where goods actually the manufacture of the plaintiff were sold as being of a higher grade than they actually were. The English case of A. G. Spalding & Bros. v. A. W. Gamage, Ltd., 32 R. P. C. 273, is one of the best illustrations of this kind of competition. The Spalding company had manufactured an "Orb" football but discarded this line when it brought out a new ball called the "Improved Orb." The old line was sold to a firm of waste rubber merchants. The defendants in this case bought the obsolete balls from the rubber merchants and advertised and sold them under the name "Improved Orb." An injunction against the defendants was granted.

In this country the courts have made similar rulings in the cases of:

- Gillott v. Kettle, 3 Duer 624.
- Hires Co. v. Xepapas, 180 Fed. 952.
- Coca-Cola Co. v. J. G. Butler & Sons, 229 Fed. 224.
- Knight v. Milner, 283 Fed. 816.
- Coca-Cola Co. v. Vivian Ice, Light & Water Co. (La.), 90 So. Rep. 755.



The Chemistry of Advertising

We give your product an honest analysis—*un-colored* by hope—*unflavored* by ambition. We find the *one* selling argument which *overtops* all the rest. And then we present this Dominant Idea *graphically* to dealer and consumer.

McJunkin Advertising
Company



FIVE SOUTH WABASH AVENUE, CHICAGO.

The Des Moines Capital

thoroughly covers the City of Des Moines and Des Moines' natural trade territory. No other Des Moines newspaper or combination of Des Moines newspapers can do more than this. The Capital's circulation exceeds 63,000 a day divided substantially 29,500 in Des Moines and 33,500 in the tributary territory.

A recent investigation has shown that 94% of the Capital's circulation in the nearby towns read no other Des Moines newspaper. The Des Moines department stores for almost thirty years have made the Capital their chief advertising medium. This proves that the Capital is able to produce sales, both in the city of Des Moines and in the surrounding territory as almost 50% of the department store business is from out of the city.

Such important advertisers as Simmons Beds, Old Dutch Cleanser, Lux, Chipso, Kraft Cheese, Aunt Jemima Pancake Flour, Hot Point Appliances, Sealdsweet Grapefruit, Jelke Margarine, Hickory Garters, Lloyd Baby Carriages, etc., advertise in no other Des Moines newspaper. The Capital has made a gain in national advertising of *31,818 lines* this year.

The Des Moines Capital

Special Representatives: O'Mara & Ormsbee
No Duplication — No Forced Circulation

(3) Altering in any way, adding to or subtracting from a trademarked article and using the trade-mark on the altered product are unfair competition. In *Ingersoll v. Doyle*, 247 Fed. 620, the defendants were absolutely enjoined from using the word Ingersoll in any manner in connection with Ingersoll watches where the only change the defendants had made was to remove the dials from Ingersoll watches and replace them with luminous dials of their own. Judge Dodge said in this case: "An Ingersoll watch of either grade, after the defendants' additions thereto or alterations therein have been made, is no longer what its makers offer to the public; it has become a new construction." Other decisions which fall under this classification are:

Coca-Cola Co. v. Brown & Allen, 274 Fed. 481.

O'Connell v. Fuggie, 17 Australian Law Times 287.

(4) Many cases hold that it is unfair competition for a defendant to change in any way the package or label of an article, even though there is no addition to or subtraction from the article itself. In *Coty v. Prestonettes, Inc.*, 285 Fed. 501, the defendant rebottled Coty's perfume and repacked Coty's face powder. The District Court thought that the plaintiff's rights would be protected sufficiently if the defendant were required to announce the fact that its guarantee had been substituted for the plaintiff's. The Circuit Court of Appeals disagreed with this, holding that the defendant could not rebottle plaintiff's perfumes and repackage its powders under the plaintiff's name. Judge Rogers said: "When a manufacturer sells an article identified by his name, he gives no implied permission to anybody to do anything to that article which may change or injure its quality and still identify it by his name, and any such act is a trespass which alone is sufficient foundation for an injunction. The protection of the product in the original bottle and in the original package is of vital im-

portance in such a case as this. The proper bottling of a perfume is essential to its retaining its quality. If through carelessness or ignorance or economy, the rebottling is not according to the plaintiff's standards, or some unscrupulous person should adulterate the perfume, irreparable injury to the plaintiff's product would result. In the same way the value of a face powder or other toilet preparation may be seriously impaired by the use of improper ingredients for binders."

Other decisions holding to the same effect are: *Krauss v. Peebles Co.*, 58 Fed. 585, and *Caron Corporation v. Importers Exchange, Inc.*, 13 T. M. R. 355.

Official Approval for Metropolitan Life Advertising

Advertising of the Metropolitan Life Insurance Company is credited with material assistance in making it easier for the Health Department of the State of Ohio in its 1924 campaign to immunize 200,000 school children against diphtheria.

Last fall the Metropolitan Life Insurance Company published an advertisement entitled "No More Diphtheria." The copy presented statistics which indicated the danger of the disease especially to children of pre-school age. It stressed the vital necessity of having parents protect their children by having them tested to determine if they were immune, and if not to have them given a preventive treatment.

Referring to this copy Dr. John E. Monger, State Health Commissioner for Ohio, said: "These advertisements did a tremendous amount of good and we find it much easier to secure consents since their appearance." His department already has reached more than 60,000 children in its present campaign.

New Account for Walker & Downing

The Standard Seamless Tube Company, Pittsburgh, Pa., manufacturer of drill pipe, casing, seamless tube, etc., has placed its account with Walker & Downing, advertising agency of that city. Business-paper and direct-mail advertising will be used for this account.

Vivaudou Gross Sales Increase

V. Vivaudou Inc., New York, Mavia, La Boheme and Mai d'Or toilet preparations, reports a net profit of \$657,530 for 1923, after charges, but before taxes. This compares with \$512,947 in 1922. Gross sales for 1923 totaled \$6,741,182, an increase of \$2,138,879 over those of the previous year.

How Sales Arguments Are Presented in the Sales Manual

There Are Many Methods of Convincingly Portraying, by Text and Otherwise, the Main Talking Points

By E. B. Weiss

THE primary function of the sales manual is to provide the sales force with selling talk. But there are many methods of convincingly portraying the more important sales arguments. The plan decided upon can make the main talking points graphic and more easily remembered or it can bury the information in a maze of poorly arranged and poorly presented material.

It is because the importance of according this phase of sales manual construction is quite generally understood, that PRINTERS' INK has been receiving numerous requests lately for an analysis of what is being done along this line. Among others, the Western Cartridge Company writes, after reading two recent sales manual articles in the PRINTERS' INK Publications: "We have found both of your articles very useful. More information of the same sort will be very welcome, particularly if it deals with the manner in which sales arguments are presented." Accordingly, a study of the various devices employed in different manuals for this purpose was made. Here are the findings:

Perhaps the most interesting of all plans unearthed in this investigation is that used by the Gulbransen-Dickinson Company, Chicago, manufacturer of the Gulbransen piano. This company had found that one of its dealers far outdistanced all other Gulbransen retailers in his annual sales volume on that piano. It was curious to know the reason and someone was sent to secure a complete report relative to his methods. The investigator induced the retailer to explain his selling plan in detail. In addition, the merchant actually staged a sale so that the reporter could secure a verbatim copy of his sales talk.

Most important of all, the dealer was asked, and consented to pose for a number of photographs picturing his actions at various times while the sale was being made.

With this background, the company is in a position to introduce its manual by saying in the foreword: "Without any qualification, the statement can be made that the method of demonstration of the Gulbransen, outlined in this manual, is selling more Gulbransens than any other plan. It is being successfully practiced not by one man in an organization, but by *entire* organizations; not in one city, but in *many* cities."

THE IMPORTANCE OF THE FOREWORD

When a manual is given a send-off such as this it makes a more impressive start than might otherwise be the case. In other words, the sort of bow a manual makes to its readers is quite important in determining the reception it will meet. Since this is so, the story back of the story told in the book, if it is at all interesting or impressive, should be related in the foreword for it lends added dignity to the sales arguments and in that way makes their actual presentation more effective.

It should be mentioned at this point that the Gulbransen-Dickinson manual is distributed among retailers and dealer-salesmen. However, inasmuch as it is designed to increase selling efficiency, the audience to which it is directed is not of great moment. The same appeal which causes a retailer or a retail salesman carefully to read a manual and practice what it preaches will prove every bit as convincing when used in a book of instruction distributed among manufacturers' or wholesalers' salesmen.

The natural thing to do, when



Look Carefully!

If you are marketing electrical household equipment, foods, fabrics or house furnishings of the better kind, search out the woman who is not housekeeper merely, but *homemaker*—who devotes time, effort and money to the improvement of her home.

Finding her, you also find the real market for your merchandise.

From the millions of women in America, *Modern Priscilla* singles out for you more than 600,000 homemakers whose absorbing interest in their job makes them eager students of a magazine editorially devoted to home making and home management.

And the cost of reaching this compact market through *Modern Priscilla's* advertising pages is low because reader interest in your merchandise is high.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

a manual is based on information obtained in the manner related, is to have the text written in conversational style. That is exactly what Gulbransen did. As a result there is nothing artificial about the manner in which the sales arguments are presented. It is really a case of one salesman talking to another and the language polisher was not given an opportunity to perform his duty of eliminating a word here, substituting a word there and improving the language generally. Instead, the text reads as one would expect a retail salesman to talk.

For example, the manual begins with a complete absence of long-winded introduction. "If I may, I want to show you, first, what a wonderful piano we have in the Gulbransen." There you have the opening sentence. The start is almost abrupt. But most retail selling talks are shorn of unnecessary trimmings and the company wanted the book to read true to life.

This thought is worthy of elaboration. The sales argument, no matter how good it may actually be, which is placed before the salesman in a language as foreign to him as Greek, falls flat. It loses 50 per cent of its effectiveness. This does not mean that the argument should be served in language which the salesman can adopt without a change of a word. But it does mean that, unconsciously, the salesman-reader is thinking, "Would I say it like that?" If his subconscious mind replies negatively the sales argument is weakened considerably.

This is the way Gulbransen circumvented this common pitfall. The manual has reached the point where the salesman is explaining to the customer the principle of the Gulbransen Instruction Roll. He is saying:

We have here, in Gulbransen Instruction Roll Number One, a song you have, no doubt, heard many times. It is "My Wild Irish Rose." You see the words are written on it. The end perforation, on the right, in this piece represents the tune. This first hole for the word

"If," the next for the word "you," etc. Now, if we sing the words, we sing the tune. Don't we? Well, then, if we accent the words, we accent the melody and will be playing it as a piano solo. The only thing you have to know is whether those end perforations that represent the words are coming under the Melody Indicator or not. They are coming under it. Are they not?

Well, then, release the treble lever, only, and pedal a little. Hear the melody being accented? Now, here we have no words, so pinch both levers together and you have the accompaniment soft. Here are the words again, so open the treble lever for them. Fine! Hear that? You did that beautifully.

All the while this running fire of talk is continuing, the prospect is seated before the piano. He is fingering the various keys and devices as the salesman talks. Bearing this in mind—isn't the conversation honest - to-goodness dealer talk?

Notice, how naturally the conversational style gets across argument after argument. There is nothing forced. The sales arguments just seem to become part of the mental equipment of the reader without effort. And all because the reader and the text meet on a common ground—the sales floor of a retail store.

Nor did the Gulbransen-Dickinson Company stop here. Fully two-thirds of the pages contain large-size photographs posed by the dealer and presumably a professional model who poses as the prospective buyer. The photographs are exceptionally well done. They are as unassuming as the text. Each picture visualizes, directly or indirectly, a vitally important sales argument and presents it photographically so that the talking point must necessarily be permanently impressed upon the reader.

A distinctly related idea is used by the Keystone Steel & Wire Company. This is the swinging, easy writing style. And there is a reason for it.

The Keystone manual is assembled from talks before an educational club of departmental heads and executives, and from lectures and papers read before two sales conventions. Each departmental head was made responsible for a complete treatise

A "Close-up" Study of Our Reader Interest

Franklin Johnston, publisher of AMERICAN EXPORTER, has just made a trip to Cuba especially to interview representative merchants there and to study reader interest in the AMERICAN EXPORTER; to measure its influence in export merchandising. He reports:

"Merchants are greatly interested in up-to-date merchandising ideas, such as the AMERICAN EXPORTER takes to them.

"They express a preference for a paper like the AMERICAN EXPORTER, covering more than a limited field, because in most cases they are interested in a variety of lines.

"The AMERICAN EXPORTER is the outstanding export paper that they read, and they read it closely.

"It is circulating among the best dealers.

"It is influencing sales for its advertisers in a marked degree."

Any manufacturer or advertising agency is invited to write for a copy of the 10-page report by Franklin Johnston which goes into details of conditions as he found them.

AMERICAN EXPORTER

The world's largest export journal

370 Seventh Avenue, New York

Associated with **HARDWARE DEALERS' MAGAZINE**
The Hardware Paper of Reader Enthusiasm

The Company They Keep!

¶ When you find men who are interested and active in civic affairs, you'll find men who are outstanding figures in their communities.

¶ Ninety-nine percent of our subscribers are members of from one to thirty civic, commercial and social organizations—and sixty percent of them are officers in such organizations.

¶ They are solid men—successful in their business or professions—and eighty-five percent of them own their homes. Their incomes are above the average and they represent great buying power.

¶ These are the men who will read your advertising in

THE ROTARIAN

The Magazine of Service

CHICAGO

Member Audit Bureau of Circulations

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago

Eastern Representatives: Constantine & Jackson, 7 West 16th St., New York

Mid-West Representatives: Lorenzen & Thompson, Inc.,
122 South Michigan Boulevard, Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2 in all other countries.

Published Monthly by Rotary International

of his divisional activities, and all the subjects relating to sales activities were distributed among the salesmen and sales and company executives, each of whom prepared a short but comprehensive talk on the subject assigned to him, which was, of course, the topic he was eminently fitted to discuss. These were later gone over carefully for condensation wherever possible, some were rewritten and the whole finally printed.

Because of this method of compiling the information, the company was able to arrange its manual index like the table of contents one ordinarily finds in a magazine. In other words, there were seventy-three titles listed and alongside of each the name or names of the individuals who wrote the article. In itself, this lends prestige to the sales arguments. The reader knows that the book has not been prepared by a single individual. He realizes that the company has called upon its best brains in each department to give the student salesman the meat of their knowledge and experience. That creates confidence. It impresses the individual with the importance of the information contained in the manual. Moreover it makes him realize that the sales arguments to be found on the different pages must be entirely practical for they represent the funded experience of the entire organization.

But even more important than these advantages inherent in the Keystone plan is the beneficial effect created upon the reader by the naturalness of the presentation. Each subject reflects the individuality of the writer. Therefore, there is not any dead-ly sameness throughout the volume. Again, all of those who contributed to the book were not finished writers. Some of the contributors simply "spoke their thoughts on paper" and in that way got across the sales arguments they wanted to present far more impressively than might otherwise have been the case.

O. A. Brock, advertising manager of the Keystone company, contributed the explanation of the concern's advertising policy and methods. Here are some excerpts from what he has to say on the subject:

"The time is past when we try to influence a dealer to stock up on fence by telling him how our advertising will swamp his store with fence buyers. He has been fooled too many times on this sort of propaganda, but what we can tell him truthfully and without fear of contradiction is the fact that our advertising is paving the way for more sales, that it gets the farmer in the frame of mind not to question the dealer very much when he says, 'Here's some Square Deal Fence that you can buy and erect with full confidence that it will meet every possible requirement.'"

"In our case, even with a good article like Square Deal Fence, it is a matter of getting to the largest number of people in the most economical way, telling the simple Square Deal story, getting the dealer to stock the fence first, then the farmer to buy it and I believe we are all agreed that the more we tell our story, whether personally or with printers' ink, the more sales we will get."

A third method of presenting sales arguments in the manual is to print a complete canvass. The idea is used by the Todd Protectograph Company in its sales manual for salesmen selling the Star Adding Machine. The prospective retail customer is the well-known Mr. Smith. The salesman is Mr. Star.

To quote from the manual:

Mr. Star enters Mr. Smith's store with the Star under his arm; the rubber cover has been removed and is in Mr. Star's pocket.

Mr. Smith's eye is on the Star but he says nothing.

Mr. Star: "Mr. Smith, here is a little machine made by the Todd Protectograph Company that takes all the unpleasantness out of adding a lot of figures."

Mr. Star then plunges into his sales presentation which is interrupted occasionally by Mr. Smith.

Sometimes Mr. Smith voices an objection.

For example:

Mr. Smith: "If I put any money into a machine I would rather wait until I could afford one that would last more than a year or two. This is too much like a toy."

Mr. Star: "Don't be misled because this machine is small. It's purposely built that way."

And Mr. Star proceeds to present some powerful sales arguments. The entire conversation is given in dialogue form.

Entirely different from the manuals already mentioned is that issued by the J. I. Case Plow Works Company. It is called the "Salesman's Handy Manual." What it really is, is a list of 700 questions and answers on Wallis tractors and tractor implements. The questions are grouped by subject. For instance, chapter three is concerned with "Questions and Answers on Wallis General Construction." We then read, directly under the title.

1. (Q) Name the most distinctive feature of the Wallis Tractor and name three of the strong points? (A) The "U" Frame construction. Light weight; rigidity and simplicity.

2. (Q) What are the main objections to "I" Beams and angle iron construction for a Tractor frame? (A) Allows to much vibration and with too many sharp angles and joints.

3. (Q) Why is the base or frame of a tractor so important? (A) Because the life of the tractor depends upon the ability of the frame to stand the shocks it receives.

This is a rather novel procedure. It does not present the sales arguments in the most appetizing style. But it has this advantage: The sales arguments are given concisely. There is no padding. When it is necessary for the salesman to memorize a considerable amount of technical information, the Case method, with its simple statement of the proposition in question form and its equally simple answer, makes the matter of committing the material to memory so much easier.

Obviously, this plan would not succeed with all salesmen. For example, house-to-house or other salesmen whose income is somewhat small and whose ambitions

and ability may be correspondingly limited would not, in the majority of instances, read such a book with carefulness. But the J. I. Case salesman is a high calibre sales representative who is not only capable, but willing, to absorb technical data by systematic study.

A very interesting plan is employed in the American Slicing Machine Company's manual. O. W. Bartlett, who is general sales manager, sold thirty-five machines in thirty-three days during the fall of 1921. Salesmen will lend an attentive ear to a recital of the sales talk which resulted in such an unusual accomplishment. Consequently, the company makes its sales arguments emphatic by having Mr. Bartlett tell, in a special section of the manual, his selling method.

The article is captioned: "A Sales Talk by the General Sales Manager." An editor's note introduces it by saying: "Mr. O. W. Bartlett, General Sales Manager for the American Slicing Machine Company, sold thirty-five machines in thirty-three days during the fall of 1921. His sales service method is carefully presented in the following article written for the benefit of American Slicing Machine salesmen, especially beginners. Read it—Learn it—Use it."

In his article, Mr. Bartlett repeats, as nearly as he can recall it, the exact conversation which led to his sales record. Of course, his talk is replete with the leading sales arguments. A better method of presenting the main talking points would be difficult to devise.

Another interesting departure in the American Slicing Machine manual is a section containing talks by various of the company's salesmen explaining how they overcome certain particularly stubborn objections. Naturally, in downing these objections, they use strong sales arguments and thus the manual again gets across to its readers this vital information in attractive fashion. One talk by C. Lacy Fuller, salesman, is on how to answer the store-

Johns-Manville Sales Increased

Johns-Manville, Inc., New York, reports gross sales for 1923

Liggett & Myers Reports**Larger Net Income**

The Liggett & Myers Tobacco Company, New York, Chesterfield, Fatima and Piedmont cigarettes

General Baking Company Has**Its History****Best Year**

The General Baking Company, New York, reports its best net earnings for 1923. This represents an increase over 1922 and is shown as follows:

Ford Made One-Half 1923 Motor Output

The Ford Motor Company made

General Motors Sales Largest in Its History

The General Motors Corporation, Detroit manufacturer of the Cadillac and Oakland passenger automobiles, the Buick, Chevrolet and Oldsmobile passenger and commercial cars, the G. M. C. truck, and also the owner of various

We Point with Pride:

IF it is true that, in the last analysis, the real value of any advertising medium is reflected in the balance sheet of the purchaser; then—as manufacturers of porcelain enamel signs—we can truly “point with pride” to the imposing profits of those who most consistently use our product.

We are proud, not only of being a contributing factor to huge merchandising successes, but also of the fact that such concerns have *selected* our medium to convey their messages *permanently* from the doorways of their dealers.

NEW YORK
OFFICE
200
FIFTH
AVENUE

GRAMMERCY
6633



PLANT
OF

THE

ESTAB
1896

BALTIMORE ENAMEL

AND NOVELTY COMPANY

keeper who claims he wants slicing machines, but has not the cash to spare at this time and positively would not run into debt.

"Where this argument applies," Mr. Fuller writes, "I say, 'Mr. Brown, when you went into business, you could not buy the property in which your store is located. Did that prevent you from going into business? For the use of this store you were willing to pay a rental of probably 10 per cent of its value, each and every year, and if you paid rent for a hundred years, the store would not belong to you."

"Now I am offering you a proposition whereby, for about 6 per cent per month on the investment that our company will carry for you, you can own a valuable asset to your business at the end of fifteen months, while every month the proposition pays you from 10 per cent to 20 per cent and for itself besides."

Mr. Fuller continues in a similar vein for several additional paragraphs and shows that he is a good salesman by stopping when he is finished. Several other salesmen do likewise. One explains how to sell to the retailer who has just opened shop and isn't certain as to how much business he may expect to do. Another relates his method of handling the prospect who claims his business is too small to warrant handling cured meats, without which he has no great need for a slicing machine.

From these running descriptions of how the matter of presenting sales arguments is handled in several different sales manuals it will be seen that the value of a manual will depend, to a large degree, on the cleverness with which this is accomplished.

In the final analysis, a sales argument that cannot be transferred from one mind to another is utterly useless. Almost as devoid of value, is the sales argument which is transmitted only imperfectly. The devices mentioned in this analysis indicate what may be done to make the transmission clear and unmistakable.

To Advertise Cincinnati as Shoe Market

Thirteen Cincinnati shoe manufacturers have combined in a co-operative business-paper advertising campaign to extend the influence and the prestige of Cincinnati as a shoe manufacturing market. A Cincinnati section will be carried in the business papers for a period of at least a year. Each manufacturer will carry his own advertisement in the section, but a part of the section will be devoted to the Cincinnati market and to talking about Cincinnati shoes. The dominant theme will be Cincinnati, the Quality Shoe Market of America.

Bucyrus Net Earnings Increase

The Bucyrus Company, South Milwaukee, Wis., construction equipment, reports net earnings of \$1,299,932, after taxes and depreciation, for 1923. This compares with net earnings of \$746,301 in 1922, \$445,905 in 1921, and \$1,010,984 in 1920.

C. J. Renner with Wallach Bros.

C. J. Renner, formerly with the advertising department of the Chicago Tribune, has become advertising manager of Wallach Bros., New York, clothing. For the last five years he has been with Maurice L. Rothschild & Company,

Ensley, Ala., to Be Advertised

The Ensley Merchants' and Business Men's Association is planning to conduct a national campaign. A fund has been subscribed for this purpose. The advertising will endeavor to impress manufacturers and others with the industrial importance and rapid growth of Ensley.

S. B. Fisher Joins Fyffe & Bond

Stanton B. Fisher has joined the Fyffe & Bond Corporation, New York advertising agency. He previously was with the George Batten Company and at one time was advertising manager of the United Cigar Stores Company.

J. W. Allen Company Appointment

Sherwin Murphy has been appointed advertising manager of the J. W. Allen Company, Chicago, manufacturer of equipment for bakers and confectioners. He formerly had been with the Steger & Sons Piano Company, also of Chicago.

Mann & Briggs Appoint Paschall Agency

The advertising account of the Mann & Briggs Manufacturing Company, Chicago, has been placed with Irvin F. Paschall, Inc., advertising agency of that city.

Radio in Small Towns

Thirty Million People

Living in towns of less than ten thousand population are interested in Radio, or are fine Radio prospects. They crave the entertainment and education which Radio affords. They have plenty of leisure time in which to become Radio "Fans."

A Radio Department

Will be started in People's Popular Monthly beginning with the September issue. This is sure to stimulate Radio interest among *Small Town people*.

Men and Boy Readers—

Questionnaires and advertising returns indicate clearly that there is an interested man and boy reader in 80% of People's Popular Monthly homes.

*There is no magazine better
adapted to carry a Radio
advertising message than*

People's Popular Monthly

Des Moines, Iowa

Circulation 850,000—72% in Small Towns

Carl C. Proper
Editor

Graham Stewart
Advertising Director

Business is Booming in Pittsburgh
RECORDS BROKEN AGAIN!

By gains in advertising lineage
and gains in circulation

THE PITTSBURGH PRESS

In March, 1924, The Press carried a total volume
of paid advertising of

2,178,050 Agate Lines

And in the first three months of 1924 The Press carried nearly SIX MILLION LINES, showing a gain of 165,282 lines, this being reflected in an increased volume of advertising each month as compared with a year ago. In addition over 500,000 lines of advertising for which orders were received, were omitted on account of limitation on size of daily paper.

THE PRESS government sworn statement of circulation for six months' period ending March 31, 1924, shows:

Daily Average Over 175,000

Sunday Average Over 247,000

A gain of approximately 10% over the same period of a year ago, and 5% gain over statement of Oct. 30, 1923.

FIRST IN EVERYTHING

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

National Advertising Representatives

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Ave.
NEW YORK

5 N. Wabash Ave.
CHICAGO

Cleveland—San Francisco—Cincinnati

FIRST!

The Cleveland Press

net paid circulation

196,039

Daily Plain Dealer, SECOND
192,083 net paid circulation.

Cleveland News, THIRD
158,880 net paid circulation.

(Figures are from Publishers' sworn statements
to the Government, April 1, 1924.)



THE CLEVELAND PRESS

One of the Scripps-Howard newspapers,
including the Scripps-McRae League

National Advertising Representatives:

ALLIED NEWSPAPERS, Inc.

New York: 52 Vanderbilt Ave.

Chicago: 5 North Wabash Ave.

Cleveland

San Francisco

Cincinnati

FIRST!

in Youngstown

The Youngstown Telegram

Net paid circulation for 6 months ending
April 1, 1924. (Sworn Government Statement.)

28,285



THE YOUNGSTOWN TELEGRAM

— *A Scripps-Howard Newspaper* —

National Advertising Representatives:

ALLIED NEWSPAPERS, Inc.

New York: 52 Vanderbilt Ave.

Cleveland

Chicago: 5 North Wabash Ave.

San Francisco

Cincinnati

A Southern Lumber Dealer Finds the Way to Sell the Thing Beyond

Bill Ding, with Homely Philosophy and Humor, Keeps Birmingham People Reminded of the Desirability of Owning Their Own Homes

BY a well thought out and appropriate trade character the W. D. Wood Lumber Company of Birmingham, Ala., is finding a way to sell more lumber by selling the thing beyond—the home. How this company is doing this is the story of how it is using that trade character.

This trade character is a wooden fellow and his name is Bill Ding. With the exception of a dollar-shaped head, he is composed of square and rectangular blocks. His mouth is a single curved line. His sole peculiarity appears to be a curled, outstanding, right eyebrow. He is a creature of many attitudes, but his facial expression never changes.

Last month, Wadsworth D. Wood, the head of the company, presented his creation through Birmingham newspapers to the public of his city. With a saw held gun-like against his left shoulder, Bill Ding stood at soldierly salute at the upper left of the space used. "Here's Bill Ding, The Home(ly) Philosopher," the caption read. Beneath his picture, Mr. Wood informally introduced him. "Folks, Meet Bill Ding!" he said and added:

Bill is making his bow to the public this week on this page. He will appear here two or three times each week from now on to present a piece of very good advice to you. You're going to like Bill and we want you to watch for him. He is given to wisdom of a homely sort, pleasantly expressed. We want everyone in the family to keep up with Bill and his sayings.

Subsequent newspaper insertions occupied space of a column by seven inches. Each, captioned "Bill Ding Sez:—" presented him in some action with an appropriate remark. Below this illustration a few lines of text tied up the subject mentioned with Mr. Wood's business.

On the introductory occasion, four of these column-size illustrations were used. They are representative of the homely philosophy relative to the benefits and pleasures to be derived from home building, which characterizes a series of more than fifty advertisements which Mr. Wood has prepared.

The first of the four shows a young man putting money in a huge bungalow bank. Bill Ding, looking on, says: "Building a home is opening a bank account that pays big interest from a financial standpoint and increases your joy dividends 100%."

The next scene in which a child holds his hand finds Bill saying: "A few little flowers, a nicely trimmed lawn: 'tis then that the hours of happiness dawn. A home and a wife, a child with a smile, all help to make life really worth while."

Trowel in hand, laying bricks, Bill Ding, in the third scene, remarks: "The cornerstone of happiness is when you lay your first brick on the foundation of your new home."

Ensconced in an easy chair, in the last illustration; an air castle in his cigar smoke and a miniature bungalow at his right, Bill Ding declares: "A cottage of your own on this earth beats building castles in the air all hollow."

Mr. Wood has offered twenty-three prizes, totaling fifty dollars, to children for neatly clipping and preserving fifty-two different newspaper advertisements of his series. He intends to use outdoor advertising and car cards and also Bill Ding toys for Christmas and Fair time.

When the small-space advertising commenced, Bill Ding in soldierly bearing was re-intro-

duced. Mr. Wood, in addition, said: "He is our Representative to you and from time to time will tell you about our Service. You can bank on what he says."

The series which Mr. Wood has prepared, and only partly used, deals with many subjects, and yet all fostering the home-building incentive.

"After you have given her the ring, give us a ring," says Bill, this time illustrated as a parson performing a marriage ceremony. The tie-up which follows is made in this fashion: "Make her happier. Plan right now to build a home of your own. It is the right start to make and one you'll never regret if you take advantage of our plan service. Don't forget to give us that ring."

Beside a sign marked with four chapters entitled "Marriage," "Home," "Children" and "Auto" respectively, Bill Ding stands pointing to the second chapter, "Home," and observes: "Lots of people ride about in automobiles that can't afford to. Nobody owns a home who can't afford to. Moral: 'Don't put the cart before the horse.'"

Advertising of this type puts a dealer on a personal basis with his trade. The advertising character becomes a mutual friend. There is a certain intimacy established. A barrier is broken down such as the diffidence to asking advice which many prospects feel. A precedent for sales talks is established also. A prospect who has read such simple and honest copy, expects, though perhaps not consciously, to find the company behind it, and the company's salesmen, equally frank and able to give easily understood but nevertheless, authoritative information.

Speaking of the beauty of hardwood flooring leads Bill to say: "A stylish woman also demands well-dressed lumber." Concerning guaranteed composition shingles that will not curl or buckle, Bill rhymes: "One thing I've learned: Shingles with curls are about as popular as bald-headed girls." Looking over a home ledger with a housewife,

Bill says: "Building a home—is one way of spending money and still have it."

Many pieces of copy mention a free service on complete building plans, estimated costs and financing helps. By nature people are home builders. Bill Ding seems wise because he preaches platitudes, differently perhaps, and through his wooden mouth, and he is both an agreeable and a lovable character. In one instance while playing at blocks with a child, he says: "First the home, then the little red school-house, then more homes. That's Uncle Sam's idea and we are proud of it." At another time, near a waterfall, he soliloquizes: "If a salmon will jump a twenty-foot waterfall to the raising of her young, what can and should a man not do to overcome obstacles in the way of building his home."

Bill Ding serves as a reminder and a stimulant to the ambitions of every family—to own their home. Perhaps there is an idea in that for other advertisers. Reminders of desires, eventually lead to action and sales.

The average of retail lumber advertising has not progressed far beyond announcements of stock carried. The application of advertising principles to this business is necessary if its retailers are to progress from the proprietor class to the merchant class. Lumber is one of the basic necessities of every community. The opportunity for development was never better. Recent years have seen considerable sporadic improvement in lumber retailing, and Mr. Wood furnishes an exceptionally good example of enterprise and efficient merchandising in this field; for he is selling homes, and it's certain that he will thereby sell lumber.

Kellogg Company Buys

Canadian Cereal Company

The Kellogg Company, Battle Creek, Mich., Kellogg's Toasted Corn Flakes, has purchased the Battle Creek Corn Flakes Company of Canada. The purchase includes the Canada Corn Products Company, Toronto, which will be merged with the other Canadian company.

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

Tower Building
Chicago

108-114 Wooster Street
New York

When Resistance to Price Increase Must Be Overcome

Massey-Harris Co., Ltd., Is Conducting Highly Ramified Advertising Campaign to Get Over Necessary Facts to All of Canada

By Bertram R. Brooker

THE Massey-Harris Co., Ltd., of Toronto, the largest manufacturers of farm implements and machinery in the British Empire, announced to its 3,000 agents last November an increased scale of prices, ranging from 10 to 15 per cent, covering the 1,000 or more different products turned out by its factories.

Other firms did the same thing at about the same time, on both sides of the boundary dividing the United States and Canada. In the United States the National Association of Farm Equipment Manufacturers prepared the ground for a price advance by running explanatory copy in trade papers addressed to implement dealers.

In Canada this was not feasible for two reasons. In the first place there is no association of implement manufacturers, as such. In the second place there are no implement dealers. Each manufacturer sells direct to the farmer through exclusive local agents, and this practice is followed in Canada even by United States concerns which are used to selling through dealers in their own country.

Last fall when it became apparent to Canadian implement manufacturers that a price advance was imperative, an attempt was made to get the industry "together," so that a united front, and perhaps some co-operative advertising, might reduce the resistance which such an announcement was almost certain to provoke. But the attempt failed, and the Massey-Harris company, as the largest concern of its kind in the country, has borne the brunt of the criticism leveled at the industry by the farmers and the press of the Dominion.

Although Canada produced the largest crop of coarse grains in

its history last year, everybody knows that the money return to the individual farmer was not only far from a record, it was in most cases altogether inadequate and out of all relation with production costs. The wide divergence between the price levels of agricultural produce and manufactured products was already marked enough last fall, before the Massey-Harris people and other manufacturers found it impossible to carry on at the existing price scale. The announcement of an increase, in the face of these conditions, aroused a storm of protest. Some papers referred to it as a "crime," and demanded a Government probe of the implement industry. Farmers everywhere felt that this, indeed, was the last straw.

UNPREPARED

The manufacturers had not reckoned on so much publicity. They had supplied their agents with facts which they believed could be used to prove the urgency of their case when the price question came up. They were able to show, for instance, that during 1921 the fourteen leading implement manufacturers in Canada, with an investment of \$435,000,000, had suffered a net loss of \$9,393,000, or 2.16 per cent on their invested capital. In 1922 a further loss of \$1,738,000 was sustained by these companies. The figures had been sworn to before a Government commission, and together with statistics as to costs of production and comparisons with prices and costs in other industries, were calculated to break down the resistance of prospective buyers.

But the Massey-Harris company's agents never had a chance to talk individually to prospects

ADVERTISING

Personal Calls and the Consumer

TO many a manufacturer, the actual users of his product seem a long way off.

He can readily understand the interest of a comparatively small number of wholesalers in his product, because his salesmen call upon them.

He understands, too, that each of his jobbers covers an equal or somewhat greater number of retailers.

BUT the possibility of any personal contact with the thousands of ultimate consumers seems very remote.

Yet it is possible for him to call upon them even, not indirectly through a representative that may slight the important part of his message, but with his own real personality.

And he may repeat these personal calls—at a per capita expense that is low—as often as magazines of national circulation are published.

That is why we are convinced that certain products need national magazine influence from the very start if they are going to succeed in an economical way.

THE MOSS-CHASE CO., 425-27 Franklin St., Buffalo, N. Y.

MOSS-CHASE



What more can be said about any
publication than that

IT LEADS!

Leadership in Syracuse, N. Y. by
THE HERALD

is justified by the concentration of circulation in the Syracuse trading territory. Not only is it the best newspaper published in Syracuse, but it is the best "salesman" of advertised goods.

There *must* be a reason
for leadership!!

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

256 Fifth Avenue
New York

Globe Building
Boston

Steger Building
Chicago

Sharon Building
San Francisco, California

San Fernando Building
Los Angeles, California

about the new prices before they became public property and the target of editorial writers throughout the Dominion and particularly in the West.

In January a convention of the company's agents was held in Toronto. Their views and reactions to criticism in connection with the price advance were listened to, and they were addressed at length by Thomas Bradshaw, general manager, who pointed out many indisputable facts in connection with the situation. He showed, for instance, that in 1923 Canadian farmers spent approximately \$117,000,000 for gas, oil, tires and upkeep of automobiles; as compared with less than \$25,000,000 for implements and repairs. He told the convention that they were letting the enterprising salesmen of luxuries "get in first and sell the farmer something that he thinks he wants, but which he does not actually need." He then went on to quote an argument used by an Ontario salesman of the company, who had compiled a list of the implements the farmer had to do without in order to get one thing—an automobile. The list follows:

For Cheap Car	For Cheap Car	For Medium Priced Car
Binder	Binder	Binder
Mower	Mower	Mower
Rake	Rake	Rake
Drill	Drill	Drill
Cultivator	Cultivator	Cultivator
Harrow	Harrow	Harrow
	Loader	Loader
	Separator	Separator
		Wagon
		Sleigh

Many other cogent arguments and statistics were accumulated for this speech, and immediately following the convention it was decided that these facts and figures should be presented to the public through the agricultural and daily press and by direct mail.

The first of a series of advertisements in the press appeared during the last week of February. It was a summary of the price situation in the implement industry, and was followed by others that elaborated the points made by that summary.

The advertisement quotes the reports very lately made available of the Agricultural Census of 1921 to show that of the total value of farm property in Canada only 11 per cent is represented by "Implements and Machinery," a heading which includes automobiles, tractors, threshers, etc. "Moreover," the copy continues, "out of every dollar received by the farmer for his produce only three and a half to eight cents, according to the type of farming, is spent on implements and repairs."

The paragraph dealing with "Some Uncontrollable Factors," which was elaborated in a later advertisement, reads in part: "Four important factors determine price—materials, labor, transportation and volume of production, and over all four the implement maker has no control. Since 1913 the first three have greatly increased, while the fourth has substantially decreased. Raw materials cost on an average 138 per cent more than before the war—

	Per Cent
Steel	128
Maple	248
Oak	145
Malleable	100
Cotton Duck	169
Southern Pine	112

"Labor costs 113 per cent more than before the war.

"Transportation costs 44 per cent to 100 per cent more than before the war—on materials to the factory and on finished machines.

"Volume of production is less than half of what it was before the war.

"Yet, notwithstanding these adverse changes, implements have advanced only 80.4 per cent."

An unusual and attention-compelling method of comparing prices of related products is used to conclude this advertisement. Under the heading of "Cost on Per Pound Basis," is the following copy:

A reasonable method to determine if the price of an article is high or low, is to compare it on a per pound basis

with other commodities made of similar materials and employing a similar class of labor. Such a comparison was made with the following results: A kitchen stove sold at fifteen cents a pound, a wash boiler at forty-two cents, a pitch fork at thirty-six cents, a sewing machine at forty-five cents, and the cheapest automobile at thirty-six cents, yet a disc harrow was only fifteen cents a pound, a spreader ten cents, and a binder fifteen cents. Does this not prove that implement prices offer the best value for the farmer's dollar?

The series of advertisements, of which this is the first, is appearing in thirty daily newspapers from coast to coast, and in twenty-five farm papers, which is practically all there are available. In addition a quarter of a million farmers will be reached by mail. A booklet embodying "The Facts" in these advertisements started to go out at the beginning of March.

In addition to the booklet embodying "The Facts," the advertisements themselves will be run in the company's house-organ,—"Massey-Harris Illustrated"—which is being issued quarterly, to a list of approximately 100,000 names.

Millinery Account for Behel & Harvey

Gage Brothers & Company, Chicago millinery manufacturers, have appointed the Behel & Harvey Advertising Agency, Chicago, as its advertising counsel. Women's publications and business papers will be used for this account.

The Facialax Laboratories, Chicago manufacturer of "Lemon Facialax," also has placed its account with the Behel & Harvey agency. National magazines and newspapers will be used.

Sales of Exide Batteries

The Electric Storage Battery Company, Philadelphia, Exide batteries, reports gross sales of \$11,836,030 for 1923. This compares with \$11,966,681 in 1922.

The company's net income during 1923 amounted to \$7,216,532 as against \$7,570,838 in 1922.

With Willis B. Conant

Everett Johnson has joined the staff of Willis B. Conant, Chicago publishers' representative. Mr. Johnson formerly was with the Chicago office of the Chilton Company, publishers.

Samuel J. Kingon has joined Holub & Kingon, New York, direct advertising. Mr. Kingon was formerly with the Public Service Cup Company, Brooklyn, N. Y.

Restaurants Tie-up with Radio Interest

"Station E-A-T Broadcasting: 'Pure Food'" is the caption of a recent advertisement of Thompson's, a national chain of restaurants operated by The John R. Thompson Company.

"Tune in on a Thompson Pure Food Restaurant—morning, noon or night—for an unexcelled program of good things to eat," states the text of this advertising in large space. The radio tie-up is continued as follows:

"Your appetite is bound to be amplified when you detect the great variety of delicious dishes awaiting you. Higher quality can't be found, anywhere!

"Forty different cities boast of one or more Thompson white-tiled studios. Every one of these stations is a charter member of the National Association for Absolute Cleanliness and Purity in Food Broadcasting."

Alabastine 1924 Advertising

The Alabastine Company, Grand Rapids, Mich., informs the trade that its 1924 advertising schedule calls for more than a score of magazines. This number includes nine publications particularly directed to women, several farm periodicals and several business papers. Color is used in five of the list.

The copy will feature good taste and harmony in home decoration and the wall effects to be secured through the use of Alabastine. This advertising will carry the name of Miss Ruby Brandon, in charge of the company's "Home Betterment" department, and will urge that requests be sent her for suggestions and color schemes.

National Department Stores Report Profit

The National Department Stores, Inc., report net sales for the fiscal year ended January 31, 1924, of \$72,331,456. Net profits after expenses, depreciation, interest, Federal taxes, etc., is shown as \$4,309,780. This figure includes earnings of the Frank & Seder group of stores prior to acquisition on December 1, 1923, necessitating a deduction of \$1,699,866 before available for dividends.

Harry L. Owen with G. Logan Payne

Harry L. Owen has been appointed manager of the St. Louis office of the G. Logan Payne Company, publishers' representative. Mr. Owen has been for several years editor and manager of the Canton, Ill., *Ledger*.

Powers-House Advance G. P. Kurtz

Gaylord P. Kurtz, formerly production manager of The Powers-House Company, Cleveland advertising agency, has been appointed an account executive of that company.

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Dividends of Service

Most newspapers are published to make money, to return dividends to owners or stockholders.

One newspaper, The Christian Science Monitor, has no individual ownership, no stockholders, and is published to give to the reading public a clean, truthful newspaper, unprejudiced, controlled by no political or financial interests, constructive in all its aims and policies.

This is just one of the reasons why the Monitor is a logical advertising medium for national advertisers—for big business enterprises whose hopes of success and prosperity must rest largely upon conditions of world peace and business stability.

Among the well-known national advertisers which used The Christian Science Monitor in March were:

DOMINGO SUGAR
SWIFT & Co.
PEPSODENT
ESTEE ORGAN COMPANY
LEA & PERRINS' SAUCE
ARMAND COLD CREAM POWDER
HANAN & SON
NOVO ENGINE COMPANY
PITTSBURGH PLATE GLASS COMPANY
LINCOLN MOTOR CAR COMPANY
REO MOTOR CAR COMPANY
WILLYS-OVERLAND COMPANY
HUDSON AND ESSEX CARS
CHANDLER MOTOR CAR COMPANY
OLDS MOTOR WORKS
FORD MOTOR CAR COMPANY
BASTIAN WATER HEATERS

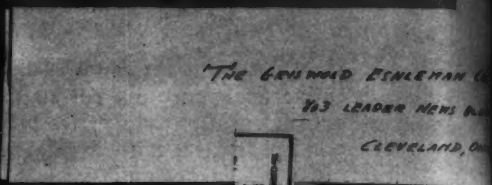
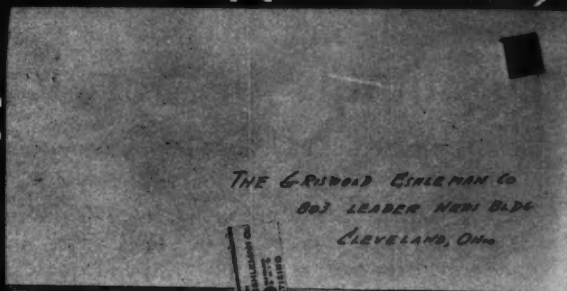
NATIONAL LUMBER MANUFACTURERS' ASSN.
BROWNING KING & Co.
DEX-MAKE DRESSER
KARNAK RUGS
WEBSTER'S DICTIONARY
NUCOA
MORRIS CHOCOLATES
CALIFORNIA PEACH AND FIG GROWERS, INC.
ROCHESTER CANDY WORKS
STONE & WEBSTER
OXFORD UNIVERSITY PRESS
HERRICK REFRIGERATORS
CROSSE & BLACKWELL
CAMPBELL FIRELESS COOKER
LOFT CANDIES
FISKEHATS
THOMAS NELSON & SONS

and many others

The Christian Science Monitor

An International Daily Newspaper

Published in Boston and Read Throughout the World



(M)



(N)

DIRECT-BY-MAIL
SET, reaches your
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"A" shows an OFFSET
shows the same broadside
New York to Cleveland.



This insert produced on a HARRIS Offset Press

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 g. The message inside
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 oth pieces arrived with
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 et piece, however,
 e creases hardly show

on the inside as offset paper does not crack. *The message inside still invites reading.*
 Consider your prospect. Write with him in mind. Produce with him in mind. Plan for mailing so that your literature reaches him in the most effective condition possible.

Call in an OFFSET Salesman

Almost every lithographer operates OFFSET presses. Locate them by phone, and call in their OFFSET salesman. Let them show you why direct-by-mail, produced OFFSET, reaches the prospect in an attractive condition.

*Published in the interests of More
 Effective Advertising by The
 Harris Automatic Press Co.,
 Cleveland, Ohio, manufacturers of*

HARRIS
 offset  presses

What Henry Ford Says About Vehicles Applies to Mailing-Pieces

He Holds That a Deal of Waste Grows Out of the Carriage of Excess Weight

HE says: "There is no more sense in having extra weight in an article than there is in the cockade on a coachman's hat. In fact, there is not as much. For the cockade may help the coachman to identify his hat, while the extra weight means only a waste of strength. I cannot imagine

Either you pay the extra postage or you reduce the weight of your mailing piece. There are two ways of reducing weight—the *inch* method and the *ounce* method. With the *inch* method you use a small sheet instead of a large one; leave out a semi-essential enclosure; perhaps sacrifice some of your copy.

But with the *ounce* method, you keep all your copy; you cut down not at all on the area of printing surface; you include the enclosure. You save weight by using Warren's Thintext, a remarkably light but strong printing paper. One advertiser recently saved \$7,200 by this method. Another saved \$8,000. They made this saving by the use of Warren's Thintext. If you are interested, ask us for their names and a complete description of their mailing efforts.

Warren's Thintext is so light that a sheet 25" x 38" tips the scales at less than one ounce.

It is a strong and compact paper. It is practically opaque. Type prints well on it. So do half-tones.

Your printer can secure samples from any distributor of Warren's Standard

Printing Papers.

If you would like to learn more about what advertisers are doing to save space and postage, send for our booklet, "Making it Easy to Plan Printing on Warren's Thintext." Any Warren distributor will supply you with a copy of this booklet—or write direct to the S. D. Warren Company at 101 Milk Street, Boston, and a copy will be sent you at once without charge.



SOME USES

for a light and compact paper

SALES manuals and data books for salesmen to carry.

Books which you expect customers to keep in a handy place and refer to frequently. Especially catalogs.

Mailing-pieces for a big list. Package enclosures such as "Directions for Using," which must fit into a small space.

A paper light enough and strong enough for these uses, and having at the same time excellent printing qualities, is now being made. It is

THINTEXT

One of Warren's Standard Printing Papers

where the delusion that weight means strength came from. It is all well enough in a pile-driver, but why move a heavy weight if we are not going to hit anything with it? Fat men cannot run as fast as thin men. * * * * * A deal of poverty grows out of the carriage of excess weight."

However this may apply to engineering, it is certainly true of the stamps it takes to carry the extra weight in a mailing-piece.



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Postal Pay Raise Will Mean Increased Postal Rates

(Continued from page 12)

there have been four reductions of parcel post rates, causing a loss of \$35,000,000.

"Consider just one class of mail. An order, some time ago, took mail-order catalogues out of the third class and placed them in the fourth class mail. Formerly, it cost thirty-two cents to mail a four-pound catalogue. Since the order, the mail-order houses ship their catalogues by freight to central office points, and then mail them at a cost of eight cents—a saving of twenty-four cents on every book. And when you know that about 60,000,000 mail-order catalogues will be mailed this year, you will have some idea as to the resultant loss to the Government

"While the loss on parcel post has been variously estimated, we know that it is very heavy, and there are many unreasonable discrepancies in the rates. For instance, you can mail just four pounds of advertising printed material, photographs, lithographs and the like for thirty-two cents. But if the package happens to weigh four and a half pounds you can mail it for nine cents. The difference of twenty-three cents in favor of the heavier package is decidedly unreasonable.

"Many things of the kind point to the parcel post service as the logical source of the revenue necessary to give the men a just wage, and after giving the subject a great deal of time and study I introduced a bill which, I believe, will solve the problem of necessary revenue without the slightest injustice to anyone."

"This bill calls for the abolishment of the third and fourth classifications of mail, and provides that all mail matter not embraced in the first and second classes shall be consolidated into one class to be known and designated as parcel post. The bill further provides:

"That the rate of postage on books, seeds, cuttings, bulbs, roots, scions and plants, weighing eight ounces or less, shall be one cent for each two ounces or fraction thereof for any distance; and the rate of postage on all other such mail matter shall be one cent an ounce or fraction thereof up to and including eight ounces, and on parcels above eight ounces the rate of postage shall be the existing pound rates according to zones plus a parcel fee of five cents on each parcel to be prepaid by stamps affixed; Provided, further, That the written additions permissible under existing law on mail of the third and fourth classes shall be permissible on parcel post mails as herein defined."

According to Mr. Kelly's estimates, passage of the Edge-Kelly bill will not increase the cost of the postal service by more than \$100,000,000, and the bill just quoted from will result in an increase of revenue amounting to \$125,000,000.

SERIOUS EFFECT ON PARCEL POST SERVICE

But in discussing this means of raising the necessary money, Postmaster General New declared that such a measure would utterly demoralize the parcel post service, that it would eliminate all of the small, light packages which are now carrying the most important part of the expense load of the service, and insisted that the bill disregards both the interests of the department and those of the public.

"Evidently, the Congressman's estimates are based on the total number of packages carried by parcel post last year," Postmaster-General New continued. "That may at first seem reasonable; but he has failed to consider the tremendous decrease in the number of packages that a tax of five cents per package would cause. In the postal service, as well as in all businesses, an arbitrarily high price reduces volume. In comparison with existing parcel post rates, a flat tax of five cents on all packages weighing over eight ounces

is both arbitrary and high, and it would not only greatly reduce the volume of mail, but would also derange many lines of business.

"A former chairman of the Committee on Post Offices and Post Roads is quoted widely as having said that the Government is losing \$210,000,000 on the parcel post. I am loath to believe that anyone who has had anything to do with the postal service would make such a statement. I believe that there is a loss on parcel post, third class and foreign mail; but I am quite sure that the losses are not anywhere near the amounts that have been so widely published.

"As I said, it will be about three months before we can determine any of the costs and losses, and I am convinced that they must be considered before an intelligent readjustment of rates and salaries can be made. If Congress demands immediate legislation on the subject, the department will request that its plan of readjustment be considered. From the experience of those who have been many years in the postal service, the plan is expected to result in the least possible confusion to the department and to business, since it will distribute the additional expense over several classes of mail.

"I am sending to the committee the plan I've mentioned, with the urgent request that the final bill be amended so as to give the increases to those who need them most, and with the least possible strain on the postal service.

"If the bill reported favorably by the committee is amended and modified to conform to the plan, all classes of mail, with the exception of the first class, will bear a proportionate share of the cost. The bill will then grant increases amounting to about \$43,000,000 to the employees, and it will raise an approximately equal amount.

"Rates on second-class mail will be increased sufficiently to produce an additional \$4,485,000 a year. The parcel post is now bringing in \$140,000,000 to the department, and, if the amended bill

is passed, the rates will be increased to produce an annual total of \$170,000,000. Insurance of mail will produce \$1,750,000 more than at present, C. O. D. rates will bear an increase of \$1,200,000 a year, and registration rates will produce \$1,100,000. The special delivery service will produce \$900,000 of the increased yearly expense, and money order rates will be increased to furnish an additional \$2,461,000.

"These figures show how the cost of even the most moderate of propositions must be borne by the service, if it is not to be carried by taxation. It is a most serious subject, one that should have the careful study of the business men of the country. It should be widely discussed, and action should be deferred until the cost facts can be determined, and until the public has had an opportunity to form an opinion."

Shortly after granting the interview reported above, the Postmaster General sent his plan to Chairman Edge of the Joint Committee on Post Offices. In that plan Mr. New suggests the following increases in postage and fee rates to meet the proposed raises:

Second-class matter, \$4,985,000, by increasing rates on advertising matter 1½ cents a pound in first and second zones; 1¼ cents in third zone and ¼ cent in fourth zone.

Third-class matter, \$500,000, by incorporating in fourth-class matter all third-class matter above eight ounces.

Fourth-class matter, \$30,100,000, by increasing parcel post rates, beginning at nine ounces to and including eighth zone, and on the pound rates to and including seventy pounds for local delivery and for first, second and third zones; increasing rates for fourth, fifth and sixth zones from nine ounces to five pounds, and for seventh and eighth zones to four pounds.

Insurance fees, \$1,750,000, by increasing fee from 3 to 5 cents and 5 to 7 cents, the 10- and 25-cent fees remaining unchanged.

C. O. D. service, \$1,200,000, by increasing fee from 10 to 12 cents for up to \$10, establishing a 15-cent fee for collections from \$10 to \$50, and continuing 25-cent fee for \$50 to \$100.

Registry service, \$1,100,000, by increasing fee from 10 to 12 cents and charging 1 cent for return receipts when requested.

Special delivery service, \$900,000, by increasing fee to 15 cents for articles from two pounds to ten pounds, and 20

BUSINESS PAPERS

dedicated to building better business in the industries they serve —

backed by an editorial organization that is industry-wide and encircles the globe —

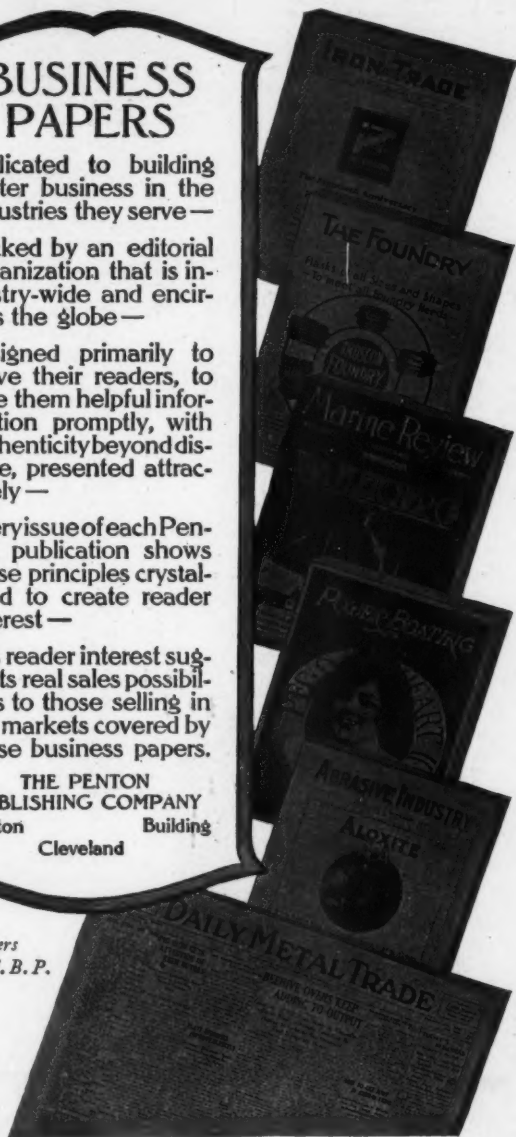
designed primarily to serve their readers, to give them helpful information promptly, with authenticity beyond dispute, presented attractively —

every issue of each Penton publication shows these principles crystalized to create reader interest —

this reader interest suggests real sales possibilities to those selling in the markets covered by these business papers.

THE PENTON
PUBLISHING COMPANY
Penton Building
Cleveland

Members
A.B.C. A.B.P.



cents for articles of ten pounds and over.

Money order service, \$2,761,000, by rate increases averaging 2 cents per order: Not over \$2.50, 5 cents; over \$2.50 under \$5, 7 cents; over \$5 and under \$10, 10 cents; over \$10 and under \$25, 12 cents; over \$25 and under \$50, 15 cents; over \$50 and under \$75, 18 cents; over \$75 and under \$100, 20 cents.

J. W. Egan Joins Brandt Agency

J. W. Egan, formerly with the advertising staff of the Chicago *Herald and Examiner*, has joined the sales staff of the Brandt Advertising Company, also of Chicago.

Estate of George H. Buchanan Appraised

The executors of the estate of George H. Buchanan, who was president of the George H. Buchanan Printing Company, Philadelphia, have filed a final accounting. The estate is appraised at \$245,356.

Eugene V. Mayer Joins Utility Art Sign & Display Co.

Eugene V. Mayer, formerly with the Car Advertising Company, Philadelphia, has joined the Utility Art Sign & Display Company, of that city. He will have charge of sales.

Joins Towle Manufacturing Company

Claudius G. Pendill has been appointed advertising manager of the Towle Manufacturing Company, Newburyport, Mass., Towle Sterling silverware. He previously had been with the Boston office of *The Ladies' Home Journal*.

New Account for Toronto Agency

The Bowes Company, Ltd., Toronto, has placed its advertising account with The Advertising Service Company, Ltd., of that city. A campaign for Bowes maple syrup is now being conducted.

Elected Officer of Duratex Corporation

Don Van Buren was elected secretary and treasurer of the Duratex Corporation, Newark, N. J., Duratex imitation leather, at the annual meeting of that organization last week.

Campaign on Nonolio Polish

Nonolio, a cleaner and polisher for furniture and automobiles, is being advertised in Canada by the Damon Specialty Company, Toronto. A. McKim, Ltd., Montreal advertising agency, is directing this campaign.



Drawings in Pen and Ink, Wash, Dry-brush and color, for Newspapers, Magazines, Posters and Booklets.

MURRAY HILL 3560

LOHSE · BUDD

Advertising Artists

405 LEXINGTON AVE.
NEW YORK CITY



Why Are So Many \$25,000 Advertisers Dropping Out?

IT'S STARTLING when you consider that out of 1200 advertisers using space in the magazines, in a period covering three years, that over 700 discontinued after one year.

Such are the figures presented by the New York University Bureau of Business Research. So disquieting were these facts that a recent editorial in the Advertising Fortnightly, after careful consideration of the various reasons, came to the conclusion that accounts of \$25,000 expenditure were not receiving the agency service they required to make them succeed.

To which pertinent observation let us add, that as a personal service agency, our accounts are mainly within the \$25,000 classification. Leastwise they started within that limit, and have consistently expanded as the business building power of our service has proven itself.

TUTHILL ADVERTISING AGENCY

L. W. C. TUTHILL, President

1133 BROADWAY

NEW YORK

Good-Will

All business has a *Soul* as well as a *body*. The body is factory or store, organization and goods. The *Soul* is the stamp on the public mind. When that stamp is impressed by the desire to serve by faith in the merit of the product, by courtesy, square dealing and sincerity, the reaction is Good-Will.

The potency of Good-Will is measured by its *earning power*. Earning power is reflection of Service. When Service merits compensation *beyond* current rate of interest on tangible assets it becomes Good-Will.

Good-Will is the personality of business. So long as Faith and Service are maintained Good-Will *must* grow; it cannot die.

The mark of personality is a great asset. Represented on the Balance Sheet or not, it can and should be periodically appraised on a scientific basis, its contributing factors determined and its value definitely known.

There is a well defined method of establishing the material value of Good-Will. It is based on *certain* facts and figures—carefully defined—accurately estimated.

In the reorganization or sale of a business, or in computing Inheritance Tax, the necessity of determining, accurately, the material value of Good-Will is especially apparent.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

NEW YORK	CLEVELAND	DETROIT	ST. PAUL	LOS ANGELES
BUFFALO	CINCINNATI	GRAND RAPIDS	DAVENPORT	ATLANTA
ROCHESTER	TOLEDO	KALAMAZOO	INDIANAPOLIS	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	ST. LOUIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	KANSAS CITY	HOUSTON
PHILADELPHIA	AKRON	ERIE	OMAHA	FORT WORTH
BALTIMORE	CANTON	CHICAGO	MILWAUKEE	SAN ANTONIO
RICHMOND	DAYTON	MINNEAPOLIS	DENVER	WACO
	LOUISVILLE		SAN FRANCISCO	

FEDERAL TAX OFFICE: 910 TO 918 MUNSEY BLDG., WASHINGTON, D. C.

Too Many Cherries? Advertise Cherry Pie!

Plans Are Under Way to Give Impetus to Sale of Sour Cherries, the Demand for Which Has Been Outstripped by the Supply in Three States, Wisconsin, Michigan and New York

THE newest co-operative advertising enterprise for farm products is a campaign now being planned by the sour-cherry growers of three States where the main crop of this fruit is produced—Wisconsin, Michigan and western New York.

Twenty-five years ago, according to the *Dairymen's League News*, the sour-cherry crop was limited to a few old trees in the farmer's dooryard. Then came the commercial canner, putting up the fruit for pies, and stimulating the planting of sour-cherries, until a great industry has been created. Lately, this industry has become lop-sided—the growers are producing more cherries than the canners can find markets for.

Two kinds of cherries come in cans. The large sweet cherry of the Pacific Coast is packed unpitted, to be eaten as dessert, the pits imparting a desirable flavor to the fruit. The Eastern sour-cherry, on the other hand, is pitted by machinery and packed for pie filling.

Where there were comparatively few sour-cherry trees twenty-five years ago, a recent census shows that nearly 3,000,000 are now bearing in Eastern orchards. Consumer demand has not kept pace with the planting. Part of the crop is left to rot on the trees. But the growers believe that there are potential markets for twice or three times the present consumption of 175,000 cases yearly, and through the Canning Crop Association they will employ a consistent advertising campaign, following the methods of citrus and other fruit growers who have solved similar difficulties. They will go direct to the housewife, reminding her of cherry pies, and emphasizing

Publishers AND BUYERS OF PRINTING Read this

Nowhere will you find better facilities for the making of large editions, books or printed matter.

Nowhere will you find large editions made better than by HADDON PRESS Craftsmen.

Nowhere will you find an executive personnel better qualified to give you complete service.

Exquisite typography, perfect plate making, the best Black and Color Printing.

Artistic bindings in cloth and leather.

Manufacturing facilities and equipment the equal of any, anywhere.

It will pay you to consider HADDON PRESS with its excellent shipping advantages, prompt deliveries and low operating costs.

A competent representative will call on request.



INCORPORATED

Where Federal crosses Nineteenth Street
CAMDEN, NEW JERSEY

the food value of this fruit—in other days it was highly prized as a blood-making food for invalids.

Besides increasing the sale of canned cherries, the growers expect to develop a new market in frozen fresh cherries for pie making. The association has conducted experiments which show that sour-cherries can be pitted, frozen in containers, and held in cold storage indefinitely, for thawing out when needed by the cook. Frozen cherries make the fresh cherry pie possible all year round, and it is anticipated that pie bakers can be interested in this new product, just as they have been interested in making pies of California raisins. The frozen fresh cherries are also excellent for making other dishes, particularly sauces and desserts, and samples from the experimental storage lots distributed to hotels and restaurants, have put fresh cherries on the bill of fare all year round.

The possibilities in this direction are understood when one

knows that, although the canners take between 15,000,000 and 20,000,000 pounds of fresh cherries during the season, the demand lasts only thirty days, leaving a considerable surplus of fruit which has hitherto been largely wasted. By "cold packing" it will be possible to save the rest of the crop. The largest producers are organizing on a plan whereby their crops will be pooled on a five-year contract and marketed by the association. No difficulty in obtaining sufficient funds for advertising is anticipated.

Wallpaper Advertised as Aid in Renting

The Niagara Blue Ribbon Wall Paper Company, in newspaper copy over the names of its dealers, is advertising wallpaper as an aid to renting houses and apartments. A picture of a house is shown with a large bulletin in the foreground carrying the words, "House for Rent, Newly Papered, Apply Owner." "Have you a home or apartment for rent?" the reader is asked. If so, he is told he can easily obtain a better tenant by replacing the old, faded paper and making the rooms look like new with fresh, cheerful wallpaper.

Direct Returns

The Transcontinental Freight Co., shippers of household goods, automobiles and other commodities, making a specialty of shipping less than car-lots, who have successfully advertised in The Associated Tours Guide for a period of eight years, have written us that in checking shipment of cars from New York to the West Coast they found that eight out of ten cars contained copies of the Guide.

The Scully-Walton Company, who have a private ambulance service have had an advertisement in the Guide for the past five years. They reported that in one year they had over twenty-five pages carrying their ad, which were torn out of the Guide and sent to them with a request that they send an ambulance similar to the one pictured.

Certainly these results prove the Guide's ability to produce inquiries.

E. P. THOMPSON, JR., Business Manager

THE ASSOCIATED TOURS GUIDE

Published by The Automobile Club of America,
Also Publishers of "Motor Travel"

245 West 54th St.

New York City



Gary's Improvement Plan

ALREADY an important market and an important city, Gary's growth has been so rapid that we are figuring on the above improvement and expansion, further to attract worth while citizens, and impress our thousands of yearly visitors.

There is only one way to reach Gary's 75,000 people completely. An advertiser could use all six of the Chicago daily papers and not half cover Gary. The circulations in Gary of the two largest Chicago papers, according to the A. B. C., are as follows:—

Chicago Daily Tribune 2,037

Chicago Daily News 766

The circulation of the Post-Tribune within the city limits of Gary is over 11,000 daily.

GARY POST-TRIBUNE

Gary, Indiana

Member of A. B. C.

Western Offices
Knill-Burke, Inc.
122 South Michigan Ave., Chicago

Eastern Offices
Knill-Burke, Inc.
Brokaw Bldg., N. Y.

One thing
you can't get
too much of-

IDEAS

IDEAS IN ADVERTISING
BRING RESULTS

MAD. SQ.
8517

-for art work & copy-

MARTIN ULLMAN
STUDIOS INC. *New York*

111 EAST 24th STREET-



A Gold Mine

of inspirational messages for salesmen, supplied weekly in bulletin form. Material may be reprinted in your own bulletins and letters to salesmen without crediting source from which it is taken.

Samples mailed on request.

**JOHN J. LUTGE
& STAFF**

**703 Market Street,
San Francisco, California**

Concerted Oil Advertising Recommended

THE OIL AND GAS JOURNAL
CHICAGO, Mar. 26, 1924.

Editor of PRINTERS' INK:

We were very much interested in your editorial in PRINTERS' INK of March 20, headed: "For the Good of the Oil Industry." We believe that you have analyzed the situation in the oil field correctly. *The Oil and Gas Journal* has for several weeks been advocating some sort of a concerted action on the part of the oil industry to counteract the reflection that the entire industry is entangled in graft and corruption.

THE OIL AND GAS JOURNAL,
E. KLAPPENBACH.

International Salt Reports Profit

The International Salt Company, Scranton, Pa., reports a total income for 1923 of \$1,088,548, as compared with \$1,381,419 in 1922; \$1,199,531 in 1921, and \$1,138,600 for 1920. Net income after expenses, taxes, interest, etc., is given as \$657,369 for 1923, against \$906,084 for 1922; \$943,697 for 1921, and \$892,793 for 1920.

E. M. Paget with Continental Chemical

E. M. Paget has been made vice-president and sales manager of the Continental Chemical Corporation, Chicago, manufacturer of Purity brand phosphate. He has been for the last nine years sales manager of the Iliff-Bruff Chemical Company, also of Chicago.

W. B. Baldwin, Advertising Manager, Pierce-Arrow

W. B. Baldwin has become advertising manager of the Pierce-Arrow Motor Car Company, Buffalo. He formerly had been associated with this company but more recently he has been with Henri, Hurst & McDonald, Chicago advertising agency.

Starts Publication of "The Hat Retailer"

The Lafayette Publishing Company, Inc., New York, publisher of *The Hat Industry*, has started publication of a new monthly business paper, *The Hat Retailer*. The first number appeared in March. The page size is five inches by eight inches.

Made Advertising Manager Manila "Daily Bulletin"

Ralph B. Clark has been appointed advertising manager of the Manila, Philippine Islands, *Daily Bulletin*. He was formerly with the classified advertising department of the *Los Angeles Examiner*.

Vermont and the Milk Surplus



*Sign Posts
of
Buying
Power
No. 17*

"How about a dairy state when the season of milk over-production comes?" is sometimes asked.

"The most capable milk producers stand it pretty well," is the answer.

Vermont is New England's dairy state.

It supplies half the milk that Boston gets by rail, sends 15 to 20 cars of milk to New York daily, has 11 condensaries, and all that is only the half of it.

Vermont can undersell all other milk producers in New England and still make money. Her production costs are from .8 of a cent to 2.2 cents a quart under the other states.

Careful figures of the New England Milk Producers Association prove this. State creameries and condensaries absorb the surplus in overproduction periods.

Advertisers in Vermont connect with year-round purchasing power.

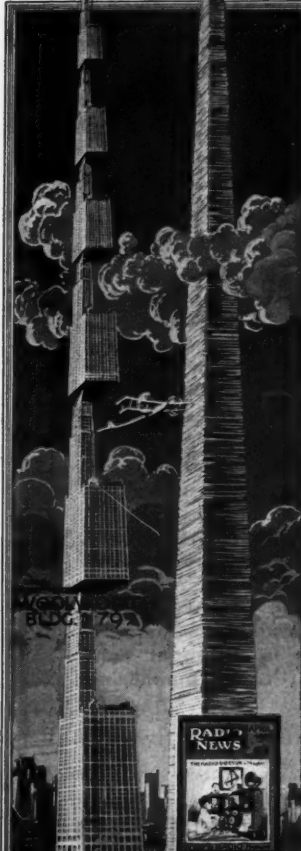
Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

7,354 ft = 353,000 COPIES
RADIO NEWS

5544 ft

A RADIO GIANT



RADIO NEWS

RADIO'S GREATEST MAGAZINE

The best indication of the gigantic growth of the radio industry in the United States is the circulation of the leading magazine in this industry—**RADIO NEWS**.

In the short interval of three years **RADIO NEWS** has increased its circulation to over 353,000 copies, representing a gain of nearly 1,000 per cent.

Advertisers have realized the value of this tremendous circulation. This is well testified to by the fact that **RADIO NEWS** shows a lineage of 42,247 for the April, 1924, issue.

Another factor of interest to every manufacturer who wants to reach the Radio field—**RADIO NEWS** has the lowest rate per line per thousand circulation of any Radio magazine.

Published monthly on the 10th of the preceding month.

Advertising forms close on the 1st of the second month preceding date of issue.

Write for rate card or ask your advertising agency.

CIRCULATION

353,000

Experimenter Publishing Co., Inc.
53 Park Place N. Y. City

Publishers of
RADIO NEWS, SCIENCE & INVENTION
MOTOR CAMPER & TOURIST
PRACTICAL ELECTRICS

Advertising Representatives:

FINDUCAN & MCCLURE, 720 Cass St., Chicago, Ill.; **GEO. F. DILLON**, Republic Building, Kansas City, Mo.; **A. J. NORRIS HILL CO.**, Hearst Building, San Francisco.

A Roll Call of Antiquated Salesmen

WHAT is the name best descriptive of the salesman who is continually jumping from one end of his territory to the other? "Why, Mr. Jumping Jack." This question and the answer were given in an address before the Kansas City, Mo., Advertising Club by B. B. Cannon, of St. Louis, regional director of The Glidden Company.

According to Mr. Cannon's description, this salesman kicks up a great fuss and, while his physical activity is very great, his mental activity is at low tide. He produces results commensurate with his mental attitude.

In a constructive manner other faults and habits of salesmen were pointed out by personifying typical examples in which one fault is found predominant. As each negative type was introduced Mr. Cannon gave it a name which made it easy for his audience to quickly recognize it.

"The Antiquated Salesmen" was the group classification under which these familiar types were assembled. The membership includes Messrs. One Tripper, Lobby Loafer, Gladhander, Hot-Air Merchant, Four Flusher, Order-Taker, Surface Scratcher, Know It All, Pete Poker Player, Commercial Tourist, Belly Slave, Anvil Soloist, Telephone Driver, Boss Yessir, Wooden Leg, Noisy Dresser and Old Cow's Tail.

Another member of the group is Mr. Dirty Stubbleface. He is more or less of a problem, Mr. Cannon said, but through the constant effort of sales managers, he is fast becoming relegated to the rear. Oh, yes, he had some more:

There is Mr. Turtle Herder. He is too slow to produce results. His efforts are not sufficiently vitalized to take advantage of his opportunities before someone else has already obtained the prize which he sought.

There is also one old hanger-on: Mr. Buttinsky. The latter



"Punch"

*"The Foremost Humorous
Journal of the World"*

SUCCESS follows
inevitably when
the personality of
"PUNCH" is linked
up with the adver-
tising of High-class
Goods and Service;
but to ensure this
SUCCESS

**Advance Booking
is always essential**

*Rates and particulars of space
available from*

MARION JEAN LYON
Advertisement Manager "PUNCH"
10, Bouverie Street,
LONDON, E.C.4, Eng.

Selective Personnel Service

INCORPORATED
(Agency)

AN organization specializing in the selection of men and women qualified for positions of responsibility in the advertising, publishing, printing and allied industries.

A service cooperating with advertising and merchandising organizations in securing capable executives of varied experience for their clients.

No Charge to Employers

30 East 42nd Street
New York City

Telephone: Vanderbilt 8240

RADIO WORLD

*The First National
Illustrated Weekly*

75,000 radio fans read Radio World weekly to learn what is new in radio, how to build—select the right parts or set best fitted to their need or purse.

*Goes to a flat rate.
\$5 inch, \$150 a page.
April 19th.*

By using a one-inch rate-holder on yearly contract, the present rate is \$4 an inch or \$120 page.

*Save 20% by making a
contract now.*

RADIO WORLD
1493 Broadway, New York
Local Representatives Wanted

gentleman, Mr. Cannon said, is not so well known now as in former years. After diligent work on the part of sales managers, he is gradually becoming educated.

Paint Industry Advertising and Sales Managers to Meet

The annual conference of the Paint and Varnish Manufacturers' Advertising Managers' Group will be held at the Hotel Statler, Detroit, on June 3. As has been the custom for the last two years the annual meeting of the Sales Managers' Conference of the Paint and Varnish Industry will be held on the day following, June 4.

Because of the vital interest which sales managers have in advertising and the close association which advertising managers have with sales managers these two groups have found much of value in the joint meeting dates. The meetings of each group will be open and it is expected that there will be a full attendance of both groups at each meeting. The committees in charge are arranging programs so as to avoid duplication of subjects.

Join The Hanser Advertising Agency

H. H. Schaeffer and Warren Teskey have joined The Hanser Advertising Agency, Inc., New York, as production manager and space buyer, respectively.

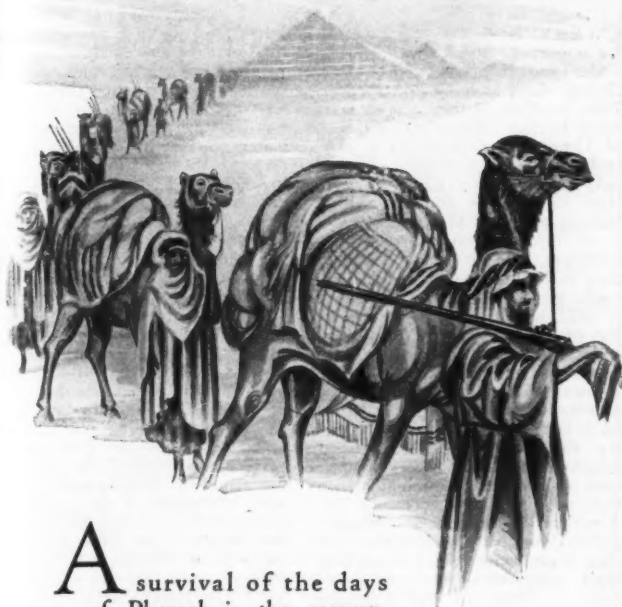
Mr. Schaeffer was for ten years with the New York and Toledo offices of the Martin V. Kelley Company, Inc., and later was with the Charles H. Fuller Company, Chicago. Mr. Teskey was formerly space buyer of The Dorland Agency, Inc., New York, and was at one time with the D'Arcy Advertising Company, St. Louis, and The Hill-Winsten Company, Inc., New York.

W. T. Grant Company Has Record Year

The W. T. Grant Company, New York, operating a chain of department and variety stores throughout the country, for the fiscal year ended January 31, 1924, reports gross sales of \$20,625,388, a record year for the company. Gross sales of \$15,382,631 were reported in the preceding year. Net profit in the last year after all expenses but before taxes and bonuses, is given as \$1,993,265, against \$1,010,927 in the previous year.

New Advertising Business Formed at Los Angeles

The Earl R. Obern Company is the name of a new advertising business which has been formed at Los Angeles by Earl R. Obern. He was formerly advertising manager of the Los Angeles Herald. More recently Mr. Obern has been vice-president of The Jennings Corporation, investment securities, also of Los Angeles.



A survival of the days of Pharaoh is the caravan. Along the southern shores of the Mediterranean, and in northern Africa, you will still find the plodding camel train. Where no other method of transportation is available the camel serves excellently.

There is no excuse for "camel minded" business in America. Here we live in an airplane age. Deserts, mountains and water barriers have been conquered. No need to plod at a camel's pace when destinations may be reached so quickly.

This agency believes in short cuts to success. We can be useful to you.

The Prather-Allen Advertising Company

307 East 4th St.
CINCINNATI

15 West 44th St.
NEW YORK

Foreign Labels Must Indicate Origin

EVERY label and cigar band imported into the United States must bear an imprint disclosing the country of origin. This, in effect, is the decision rendered by the United States Board of General Appraisers in a case brought before it by the American Lithographic Company, of New York. The decision, which became effective March 22, 1924, is an important one to all manufacturers, since it is the first test case to be brought by a domestic manufacturer under the Tariff Act of 1922, which calls for the marking of the country of origin on every article of merchandise imported.

Because an increasingly large number of labels and cigar bands have been coming into this country, the National Association of Employing Lithographers undertook to meet the problem which this condition was creating for American lithographers. Investigation developed the fact that foreign manufacturers were marking their shipments in compliance with a ruling of the Treasury Department. This ruling interpreted the application of the Tariff Act of 1922 to these goods. Section 304 (A) of this act reads as follows:

That every article imported into the United States, which is capable of being marked, stamped, branded, or labeled, without injury, at the time of its manufacture or production, shall be marked, stamped, branded, or labeled, in legible English words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin.

The Collector of Customs at New York referred to the Treasury Department for an interpretation of the foregoing section as it affected the marking of labels. The Department's decision, D. T. 39547, which was issued on March 8, 1923, stated, in substance: In case of labels bearing a distinctive brand or design showing that they are for an individual manufacturer in this country for use on his own

products, the marking of the packages in which such labels are done up would be sufficient. Individual labels need not be marked unless they are of a character that are sold in less than a definite quantity in each package.

The effect of this ruling, the National Association of Employing Lithographers contended, defeated the intent of Section 304 (A) of the Tariff Act of 1922. In the Tariff Acts of 1909 and 1913 it was specified that "All articles imported into the United States" should be marked with the country of origin. The later act, as quoted above, distinctly specified that every article imported should be marked if this could be done at the time of manufacture without injury to the goods. In the case of a bundle of labels the association held that to meet the intent of the law, every label should be marked.

Acting under the provision of Section 516, of the later tariff act, the American Lithographic Company, a member of the association, filed a protest in reference to certain importations of cigar bands on or about October 17, 1923. The defendants in the cases protested were The Bradford Company, the Adolph Frankan Company, Inc., importers, and the United States.

The Tariff act provides that a domestic manufacturer may protest against goods which are improperly classified or against which an improper rate of duty has been assessed. It was maintained by the counsel for the importers that the question at issue was not one of duty, and accordingly, it was not a proper subject for protest by American manufacturers under the Tariff act. The Board of General Appraisers, however, construed that this provision affected the dutiability of merchandise in that it provides separate classification of merchandise.

After the merits of the case had been argued before the General Board of Appraisers, a decision was handed down which sustained the protest of the American Lithographic Company. The decision became effective immediately and

Send
For
a
Sample
Copy



99%
News-
stand
Circulation

Keen buyers of space are quick to recognize COLLEGE HUMOR as the logical medium for displaying the following products: Automobiles, musical instruments, shaving creams, razors, cosmetics, candy, books, wearing apparel, railroad and steamship transportation and food products.

COLLEGE HUMOR will help you to make your campaign a success.

**250,000 Circulation, guaranteed, A. B. C.
at \$1.25 per line**

EFFECTIVE WITH SEPTEMBER NUMBER

Our next will be the big June vacation number, out May 22nd. Last forms close April 21st. Until that time we will guarantee 200,000 A. B. C. at our present low rate of 75c a line.

What a wonderful opportunity for national advertisers!

College Humor
"The Best Comedy in America"

J. M. LANSINGER, Pub.
Representatives

BRUNS & MACDONALD
First National Bank Bldg., Chicago

GEORGE W. STEARNS
Flatiron Bldg., New York

Reservations for the June, September and December issues accepted at the present low rate until April 21st.

Once more—

New England farmers ask the Homestead to show the way

The latest developments in the New England dairy industry convincingly demonstrate the unquestioned leadership and outstanding influence of NEW ENGLAND HOMESTEAD.

After a year of satisfactory prices, New England milk producers were forced to accept an unwarranted reduction on March 1st. This was largely due to competition among various groups of dairymen. A milk war of long duration seemed inevitable.

After all other efforts for readjustments were unsuccessful, Glenn Sevey, editor of the HOMESTEAD, issued a call for a New England conference on dairy marketing, held at Bellows Falls, Vt., on March 13th. The conference was attended by men representing 90 per cent of all milk produced in New England and by 80 per cent of the agricultural leaders. A committee of ten was appointed to formulate plans for a New England wide milk marketing agency.

The faith and confidence which New England dairymen have in the HOMESTEAD, and in Editor Sevey, was clearly demonstrated when he was elected chairman of the conference, and subsequently drafted, against his wishes, as chairman of the very important committee of ten.

The HOMESTEAD'S policy is always one of *active leadership*. Agricultural leaders and experienced advertisers recognize the HOMESTEAD as the one greatest farm influence in New England.



WARREN A. FRIEST, Advertising Manager

PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass.

Member

Audit Bureau of Circulations
NEW YORK: 456 Fourth Ave.

E. B. Williams

ST. LOUIS: Syndicate Trust Building.

Member

Agricultural Publishers Association
CHICAGO: 133 W. Madison St.

J. C. Billingslea

A. D. McKinney



it requires that every cigar band or label imported into the United States shall be marked with the country of origin, in compliance with the plain provisions of the Tariff act of 1922.

An application for a re-hearing has been made before the United States Court of Custom Appeals.

American Sugar Stockholders Aid Package Sales

The stockholders of The American Sugar Refining Company now number 26,781 with average holdings of thirty-four shares, Earl D. Babst, president, states in his annual report. "About one-half of the stockholders are women," he continues. "There has been much encouragement from stockholders, many of whom have kept in close touch with the affairs of the company.

"We have had much help from our stockholders especially in demanding from their own retail grocer the package sugars put out by the company. The growth of this package business is an outstanding success. In 1923 we sold nearly 600,000,000 pounds of package sugar."

"Lamps," a New Publication

The Krieger Publications, New York, has started publication of *Lamps*, a new monthly trade paper for department and furniture store lamp buyers. James Krieger is publisher and C. McCann is advertising manager. *Lamps* will have a page size of nine inches by twelve inches.

Newspapers Appoint MacQuoid Special Agency

The Albuquerque, N. Mex., *Herald*, and the Lebanon, Ind., *Reporter*, have appointed the MacQuoid Special Agency, publishers' representative, New York, as their advertising representative for the United States.

International Cement Profits Increase

The International Cement Corporation, New York, for 1923, reports a net income of \$2,422,577, after depreciation, interest, and Federal taxes. This compares with a net income of \$1,425,047 in 1922.

Peck Agency Opens Philadelphia Office

The Peck Advertising Agency, New York, has opened a Philadelphia office. This office will be in charge of Joseph H. Potsdamer, for many years engaged in advertising agency work.

Position Wanted

Copy and Layout Man



Now employed. Seeks wider field where his experience and recognized creative ability will be called upon to a greater extent.

Convincing record of performance; Technically trained; Keen analyst; Versatile; Hard worker; Knows typography, printing, engraving; Age 28; Highest reference—present and past employers; Salary \$3600.



Address "B.," Box 173,
Care of Printers' Ink



Now open for connection

Prolific and fast writer of strong copy.

Am considered a star at layouts, leaving nothing to the imagination.

Exceptional in formulating merchandising plans. Can solicit and hold business.

Long experience in agency, magazine and newspaper field.

Have just sold interest in national agency and am open for immediate connection. Want a future more than a job.

Can furnish best of proof of ability, anxious to work hard, and willing to go anywhere.

Age 37. College education. A mighty good man for some agency or firm.

Address "T," Box 31

**Care of Printers' Ink
185 Madison Ave. New York City**

Nine Ways to Get Buyers to Use Product Correctly

(Continued from page 6)

in many instances it becomes separated from the product and when the buyer makes his purchase he does not find any instructions. I like especially the plan of the United Electric Company because it keeps repeating the instructions until it is absolutely certain that every buyer of the machine thoroughly understands them.

Method No. 2: Direct advertising attached to product.

A serious objection to loose or separated instruction sheets, to repeat, is that they are likely to get lost. Some manufacturers get around this difficulty, where it is possible to do so, by attaching an instruction card to the product itself. Some concerns furnish both a separate instruction sheet and also a direction card attached to the product. The Ruud Manufacturing Company, maker of automatic gas water heaters, does this.

The Fuller Brush Company attaches to its brushes a tag which gives directions as to how to take care of a brush properly so as to prolong its life. This particular case, however, is an example of a gratuitous service. It is not exactly the subject matter of this article. A brush is likely to give fairly good service regardless of what care is taken of it. The owner of the brush is not likely to hold any ill-will toward the manufacturer of it if he fails to give instructions for the care of the article. The point that I have in mind is the necessity for instructions with respect to those products where a consumer will become dissatisfied if he is not taught to use the article properly.

For many years the Procter & Gamble Company put a percentage of its advertising appropriations into supplying manufacturers of yarn and textiles with small tags which advised the purchaser of the textile to wash it with Ivory soap. This is a good

THE FIRST ISSUE OF

The Boys' Magazine

appeared January, 1910. Not an issue
has been skipped or combined.

The Boys' Magazine

appeals to the small town and farm
boy. 58.66% of our circulation is in
towns under 2500.

You cannot cover the boy field without

The Boys' Magazine

Print order for June

190,000

Final June forms close April 25th.
Rate \$1.25 per line. Page rate
\$850.00. 680 lines to the page.

The SCOTT F. REDFIELD CO., Inc.

SMETHPORT, PA.

New York Office: T. R. Lyle, Mgr., 28 West 44th Street

(MEMBER A. B. C.)

I Want to find an organization in need of Intelligent Sales Direction

One of our clients, a man of unusual ability, wishes to make a new connection, on or before June 1st, with an establishment seeking to increase sales and one appreciating the need of up-to-date sales and advertising methods. An experience in all branches of selling and advertising has developed ability that will satisfy the most exacting.

Age 33. 'At this age I am able to give the best in organization and merchandising work, to a house in need of capable sales and advertising direction.

Record. Besides numerous recommendations, I have a personal producers record that placed me in executive work which gives me the good will and co-operation of co-workers and employers with whose problems and work I am familiar.

Salary. The compensation to be in keeping with the work I wish to do will pay me a starting salary of \$8000 a year.

Finally. I am a man who can do and get things done; a man who can talk and get things sold; a man who can visualize and realize a market.

If interested, address, Brown, Connery & Co., Inc., Box 1124, Oklahoma City, Okla.

Are You Moving in or to Chicago?

The two upper floors in our new Chicago five-story building are for rent. 162-164 W. Monroe (near La Salle). Ideal location for advertising agency, sales office, etc. Each floor has 7000 square feet. Freight and passenger elevator service. Sprinkler protection. Will rent floors together, singly, or will subdivide.

**YAWMAN & ERBE
MFG. CO.
Rochester, N. Y.**

example of what I have in mind. If a garment that is supposed to be washable does not wash satisfactorily, you may be sure that the person who bought it is going to have a prejudice against that particular kind of cloth. Hence the value of these instruction tags which the Procter & Gamble Company furnishes manufacturers. Lever Bros. have been doing the same thing, I believe, on Lux.

Method No. 3: Changing the product itself so as to make it almost fool-proof.

There is an article appearing elsewhere in this issue of **PRINTERS' INK** which tells about the new line of household tools which the Stanley Works are introducing. These tools are especially designed for the needs of the householder. They are made so as to stand a maximum of abuse and neglect. Some years ago the A. S. Boyle Company, of Cincinnati, brought out a small-size floor waxer which a woman can manipulate without any trouble. The old-style floor waxer was so heavy that only a very strong person could use it. Armour and Company tell us that the way to avoid having a tennis racket give dissatisfaction to the user is to anticipate just what sort of service will be demanded of the racket. This Armour does in the manufacturing of its tennis strings. These strings are manufactured so as to give them the greatest tensile strength, and so they will have just the right amount of resilience. This of course is a plan that most manufacturers follow. They cannot expect to stay in business very long unless they give thought and care to getting their product in such shape that it will not cause unnecessary trouble to the user. The Hammersley Manufacturing Company made wax paper more usable by putting it up in a utility package.

Method No. 4: Service Stations.

In many lines the service station is the means employed to keep the product in repair and in condition to give satisfactory use.

AN INNOVATION IN ADVERTISING SERVICE

There are many firms who realize that they need a new point of view in their advertising, and that their "copy" and designs could be greatly improved by new ideas. For various reasons they may not wish to break their old advertising agency connections.

To such advertisers we have a special proposal to make. This proposal would not alter their present agency "placing" arrangements, nor would it involve any increase in their advertising appropriation including our service charge.

The proposal we have to make is unique—a new movement in advertising service. It costs you nothing to know what we have to suggest.

We will be pleased to visit the principal or advertising director of any firm that does not compete with our present clients, and explain the proposal in detail.

WM. H.
RANKIN
COMPANY *Advertising*

1 West 37th Street
NEW YORK

SAN FRANCISCO

180 North Wabash Avenue
CHICAGO

AKRON, O. · WASHINGTON, D.C.
TORONTO, CANADA

Established 1899.



ASSOCIATED WITH CHAS. F. HIGHAM LTD., LONDON, ENGLAND.



316 N. MICHIGAN BOULEVARD *Now*

We've moved. Just across the street and a little nearer The Bridge from 215. From our old windows we looked out over transportation and the lake. From our new windows we see transportation, the lake, the river, the boulevard—and have perfect light—from north, east and west—mostly north. **Q**We think this move worth advertising because it enables us to serve our clients better.

PALENSKE-YOUNG *Inc.*

ADVERTISING ILLUSTRATIONS

**316 NORTH MICHIGAN AVENUE
CHICAGO**

The automobile business is an illustration of what has been done in this respect. There are many different kinds of products where it is difficult, if not impossible, to give the consumer instructions as to the proper installation and care of the product. The water heater business is one. The Ruud Manufacturing Company informs us that the average person knows nothing at all about a water heater and for that reason it makes no special effort to educate the user. It does, however, maintain consumer service. The company's product is distributed very largely by itself through sales stations which it operates in all the large cities. Periodically circulars, in which they are invited to have their apparatus inspected and overhauled if necessary, are sent to the list of Ruud users. In the more remote sections where the company does not have service stations it has trade connections. These distributors, when assisted by the company's traveling representatives, are in a position to render efficient service. In some few instances where unusual conditions may develop temporarily, such as changes in the gas supply, the company has a corps of traveling service men who are used in such emergencies.

The Delco-Light Company also follows the service station plan. That company's farm electric light and power plant is sold through dealers located in each county. All of these dealers have either a full-time service man in their employ, or there is an accredited service representative in the county working in co-operation with the dealer. Delco follows the same system in giving service to Frigidaire, an electric refrigerator.

Generally speaking, the service plan works out all right, when a service station is accessible or when a service man can be obtained without much difficulty. Where it is troublesome, however, to get a service man or where a service station is not convenient, it is likely that the consumer will become dissatisfied

The Atlanta Journal

Atlanta, Ga.

**40,369 lines
Rotogravure**

advertising in March was the record of The Journal.

Produced entirely in Atlanta. Closing date eight days before publication date.

Sunday circulation (10 cents a copy) now over 108,000 Paid.

*Advertising in
The Journal Sells the Goods*

I am looking for a partner with \$15,000 to invest

and all of his time to devote in a half interest in an old-established business paper now yielding a splendid return and capable of substantial expansion.

Not interested unless you can devote all your time with mine in the running and further development of the business.

Address "K," Box 179
Care of Printers' Ink

with this type of service plan.

Method No. 5: Instructing the user through the dealer.

The Detroit Vapor Stove Company has sent me a copy of the direction book which it issues. The company says, however, that it has found the most satisfactory way of giving this information to the purchaser of stoves is through the man who sells them. Because of this, Detroit stove salesmen are obliged to spend considerable time with their dealers, telling them all about the stoves. This time is largely devoted to store meetings and to individual conferences with the retail salespeople, in which they are taught how to sell Red Star products properly. The company has found through years of experience that all the troubles that are likely to develop in the use of a product should be told to a buyer frankly when the purchase is made. She should be shown how she can overcome these difficulties. This plan gives the greatest satisfaction.

The Electric Auto-Lite Company, of Toledo, has an excellent plan of spreading its consumer instructions through its dealers. It has found that almost 70 per cent of the service that it is necessary to give on Willys Light plants can be traced to faulty installation, improper instructions for the user, and carelessness on the user's part in following instructions. The company is attempting to overcome this difficulty by the use of an installation report. This is a detailed questionnaire. Part of the questionnaire must be filled out by the man who makes the installation and part of it is to be filled out by the purchaser of the plant, or by the installer on dictation from the purchaser. The questions asked are such as, whether or not the chart of operations has been tacked up near the plant. The user is asked if he knows how to test and clean a spark plug, how to clean timer points, if he knows when and where to add oil, and a lot of other questions of similar

Direct Mail Specialist

with a colorful
you-me style
seeks broader fields.

Different, because
He personifies on paper
the House he serves.

Prefers to meet Opportunity
in his home town, New York,
but will go out of his way
to get acquainted.

29, Protestant, University educated.

Address "E," Box 34, c/o Printers' Ink.

Southern Ruralist

Atlanta, Ga.

For the year 1923 guaranteed 400,000 circulation at \$2.00 per line (see Rate Card) and delivered an average in excess of 425,000.

For 1924 the guaranteed circulation is 500,000—80% net paid; rate, \$2.50 per line.

CHICAGO J. C. Billingslea, 123 W. Madison St.
ST. LOUIS . . . A. D. McKinney, Syndicate Trust Bldg.
NEW YORK A. H. Billingslea, 342 Madison Ave.
MINNEAPOLIS K. R. Ring, Palace Bldg.



How to Get Selling Action From Your Dealers' Windows



Lorillard uses Multiplex Window Display Screens and gets continued selling action in the dealer's window. You can do likewise! —get the same enthusiastic support—the same “preferred position” for your selling message.

Multiplex is an all-metal window screen. It is light and durable. May be used over and over. Highly economical because it is designed to carry inexpensive paper, lithographs or printed display sheets that slip into place and remain smooth and flat. Baked-on enamel finish.

Multiplex is just the thing to put your window selling message before the buying public—and keep it there. Why not find out how we can help you? Our special merchandising development service is available to you without obligation.

MULTIPLEX DISPLAY FIXTURE CO.

922 No. 10th St.

St. Louis, Mo.

Offices in New York, Chicago and San Francisco

Multiplex

WINDOW DISPLAY SCREENS

nature. The value of this installation report is that it reminds the dealer of his duties to the user, also it is a protection to both the user and the company. Other companies such as the Estate Stove Company of Hamilton, Ohio, advertise in business papers regarding the instructions that are supposed to be given by their distributors to the buyers of their products.

Method No. 6: The use of demonstrators.

A few years ago the Gillette Safety Razor Company found that a large number of its razors had been parked in some dusty corner, simply because men were dissatisfied, chiefly because they were not using them correctly. The company, to overcome this, sent a number of demonstrators around who stationed themselves in retail stores for several days at a time. This service was advertised. Men were notified to come into the stores and find out how to use the Gillette properly.

The Polk Sanitary Milk Company, of Indianapolis, found that people even were not using milk correctly. Because of this it sent around dietetic experts to Indianapolis homes to show the housewife something about what she could do with milk. Demonstrators are extensively used by manufacturers in showing people the correct way of using a product. The use of some products is so complicated that it is difficult to demonstrate their use clearly on paper. It is necessary to have a personal demonstrator actually show the proper way to use the product.

Method No. 7: Laboratory stores.

This plan is somewhat allied to the use of demonstrators, although it is different. The Gillette Safety Razor Company, for instance, now has a few laboratory stores in which users of its razors can go for instructions as to the proper way to use them. One of the purposes of the Waterman Pen Company's stores is to give the company an opportunity to tell users just the proper

kind of pen to buy for a specific purpose. Several yarn manufacturers have demonstration stores. The real purpose of such stores, of course, is to show people just what they can do with yarn and how to do it.

Method No. 8: Teaching people how to use a product through a school.

The bicycle school was probably the originator of this method. Twenty-five years ago every large distributor of bicycles maintained a riding school in which buyers were taught to ride. The same plan is now followed in the automobile business and in other lines.

Method No. 9: Teaching people how to use a product through consumer advertising.

This method is not extensively followed because most manufacturers feel that advertising which is directed to users and non-users alike, cannot be advantageously used to any great extent to teach people how to use the product. They feel that it is much better to teach them how to use it at the time the thing is purchased or afterward. There are, however, several examples of manufacturers who do use part of their advertising to give instructions as to the proper way to use the thing they are advertising. About the best example of advertising of this kind that I know of was the plan conducted a few years ago by the manufacturers of Columbia Storage Batteries. Its purpose was to keep amateurs from monkeying with their storage batteries with screw drivers. It found at the time that too many batteries were spoiled by the tinkering of people who knew nothing about them. Another interesting campaign of this sort was once conducted by the Alfred H. Smith Company, manufacturer of Djer-Kiss products. The campaign was built around a chart which specified the proper tint of rouge for different types of women.

David R. Davidson has joined the staff of The Irwin L. Rosenberg Company, Chicago advertising agency. He was formerly with the W. E. Faithorn Company, printers, and the Coyne Electrical School, both of Chicago.

WANTED Industrial Advertising Salesman

An established monthly magazine in the industrial field offers an opportunity to an experienced advertising salesman.

The man we are looking for may now be employed in the Chicago territory, or he may be in some other territory, but would like to locate in Chicago. Wherever he is, he is an unqualified success as advertising salesman.

The job carries with it considerable responsibility, therefore the right man will be able to plan and carry through his own work. He will be able to maintain his enthusiasm against all obstacles.

As to remuneration, he will visualize the opportunity and want to match his ability against it by accepting a sensible drawing account against commissions.

Make your letter complete. Answer in detail all of the questions you would ask if you were on our side of the desk. Your letter will be held confidential, and references will not be communicated with until negotiations have reached the point where it is agreeable to you to have us do so.

Members of our own organization have been advised of this announcement.

Address "L," Box 22, Printers' Ink.

TECHNICAL COPY WRITER (\$5000-\$7000)

We want a man who enjoys writing on subjects that most men consider dull; one who knows "how things work" even though he may lack an engineering degree; a man with *successful* agency experience. Don't apply if you're a floater, or job hunter, or if you have no actual samples of work done that prove you qualify as above. We want a young man (25-35) on his way to the top and whose only reason for changing is to join an agency that gives more service to clients and more opportunity to himself. Write fully, giving age, work done, salary desired, etc. Address "F," Box 35, care of Printers' Ink.

Hold-Up Advertising Solicitor Sent to Prison

How Charles A. Smith, a man with many aliases, had been arrested in Buffalo when it was discovered that he had been securing large numbers of checks for fraudulent advertising was told in *PRINTERS' INK* of March 6. These checks were received from prominent advertisers in Buffalo, Detroit and other cities for advertising in various questionable publications. Some of the checks covered donations to many organizations of doubtful authenticity. Smith had in his possession a number of rubber-stamped signatures of prominent officials of manufacturing and other business firms.

The case was run down by the Buffalo Chamber of Commerce. It was specifically charged that Smith had perpetrated swindles on several Buffalo business houses by forging the names of officials to lists of promised contributions to the "Harmonia League" and on this charge he was convicted by County Judge Noonan, of Buffalo, and sentenced to four to ten years in Auburn prison.

In sentencing Smith, Judge Noonan said: "I must make fellows like Smith understand that it won't be healthy for them in Buffalo while I am handing out penalties here."

Smith will serve his term and several hundred advertisers, if they are honest with themselves, will go back to their cash ledgers and enter in red ink opposite certain sums previously charged to "advertising" the significant term—"harum-scarum waste."

Charles Allen Munn Dead

Charles Allen Munn, publisher and editor of *The Scientific American*, New York, with which he had been associated for forty-three years, died at his home in that city on April 3. He was sixty-four years old. His father, Orson D. Munn, in association with Alfred Ely Beach, purchased the publication soon after it was founded in 1846. Mr. Munn succeeded his father as president in 1907, upon the death of the latter. Orson D. Munn, a grandson of the founder of the firm of Munn & Company, now succeeds to the presidency of this organization.

Logan, Utah, Newspapers Consolidate

The Logan, Utah, *Republican*, semi-weekly newspaper, has purchased the *Logan Daily Journal*. They will be consolidated and continued as the *Daily Journal*.

Has Peerless Folding Ladder Account

The Peerless Folding Ladder Company, Greenville, S. C., has placed its advertising account with The Wildman Advertising Agency, New York.

AMERICAN AGRICULTURIST

HENRY MORSENTHAU, JR.
PUBLISHER

BIRD KINNE
ADVERTISING MANAGER

461 FOURTH AVENUE
NEW YORK

REPRESENTATIVES
WALLACE C. RICHARDSON, INC.
85 MADISON AVENUE
NEW YORK CITY

STANDARD FARM PAPERS
1108 TRANSPORTATION BLDG.
CHICAGO, ILLINOIS

Circulation over 130,000

MILESTONE #2

Gentlemen:

The AMERICAN AGRICULTURIST has just completed its second Spring under my ownership. It is with considerable pride that I am able to write you about the remarkable gain in lineage that we have made this year as compared with the same period last year. I also want to call your attention to the large number of new advertisers who have bought space in our paper this year.

		COMMERCIAL	BABY CHICK	TOTAL
1924	Jan. Feb. Mar.	110,015	11,411	121,426
1923	Jan. Feb. Mar.	81,277	9,072	90,349
	<u>Gain</u>	28,738	2,339	31,077
	<u>Percentage of Gain</u>	35%	26%	34%

Our gain in advertising revenue during this period is over 53%. This is explained by the fact that on the first of the year we increased our commercial rate from 60¢ to 70¢ and our Baby Chick from 50¢ to 70¢.

The following are some of the companies who advertised with us during the first three months of 1924 and at no time in 1923:

Alpha Portland Cement Co.
American Agricultural Chemical Co.
American Iron Roofing Co.
American Seeding Machine Co.
American Tobacco Co.
Beaver Products Co.
Bowker Chemical Co.
Columbia Mortgage Co.
Congoleum Co.
Co-Operative Foundry Co.
Calumet Company

Genesee Pure Food Co.
H-O Company
Hinman Milking Machine Co.
Kelly-Springfield Tire Co.
Phillips & Clark Stove Co.
Spiegel, May, Stern Co.
Union Carbide Sales Co.
Vacuum Oil Co.
Vulcanite Roofing
Valspar
Sunkist Oranges

Kindly feel free to call on us at any time for any information that you may wish to have in regard to Eastern agricultural conditions.

Very truly yours,

Henry Morgenthau Jr.
Publisher

RM, Jr/HB

None of my business—but

this man may be a "Find" for you

I have as a friendly suburban neighbor, an admirable man—a particularly able man. He's eating his heart out with a dead concern in a semi-dead industry. He ought to be with you or some concern that has a chance. His hasn't.

He's a 37-year-old \$12,000 financial man, and a general manager in the literal sense. That's net.

He doesn't know about this ad. I just figure he's too good a man to stay where he is, and believe that after 18 years of 24 karat loyalty he wouldn't know how to quit.

What I want to do is bring you two together and see if you don't offer him a new job. This is risky business for me, fooling with other people's affairs, but I'm "for" this fellow and I'm getting a kick out of trying to be of service to two fellow-beings, him and you.

He is Treasurer and General Manager of a three or four million dollar concern. He started with them at \$6 a week. If there was a chance to come out he'd pull 'em out, but there isn't, in my opinion; life is short and this man is too good to go to waste.

The Company's creditors will be his best references.

My address is H. M. Applegate, 50 Washington St., Brooklyn.

We Can Sell *it in* Philadelphia

An efficient sales organization seeks exclusive relations with responsible manufacturer of staple or specialty.

Highest credentials—banking and otherwise.

Jeffcott & Company

520 Walnut Street
Philadelphia, Pa.

Why Advertising Must Not Be Misused

"Advertising, as a service, is of mutual advantage to business and the public and there is every reason why both should make it their responsibility to see that advertising is not misused," declared William P. Green, associate director of the National Vigilance Committee of the Associated Advertising Clubs of the World, in an address before the Davenport, Ia., Advertising Club, last week.

"Advertising enables a business concern to offer its product to the public," he continued, "It is the medium by which the public knows where to obtain what it needs. Whether advertising maintains this position of service depends almost altogether on the extent to which the public has confidence in advertising, and thus a responsibility is created which rests largely on the advertiser."

"As with anything else which depends on the confidence of the public, advertising suffers from those undermining influences which may tend to tear down that confidence. Such influences are the misleading and fraudulent advertising practices of concerns which lack a true appreciation of the real purposes of advertising."

Advertising Interests Honor Sir George Fenwick

Sir George Fenwick, New Zealand publisher, was the guest of honor at a dinner given by representatives of the publishing, printing, newspaper and allied interests, which was held on April 1 at New York. Sir George discussed New Zealand labor conditions and the advantages which have been obtained from the administration of a wage adjustment law in that country. The dinner was presided over by Charles Francis, of the Charles Francis Press, New York.

New Accounts for Sando Advertising Company

The Udell Works, Inc., Indianapolis, Ind., manufacturer of furniture, cabinets for phonograph records and player piano rolls, and other furniture, has placed its advertising account with the Sando Advertising Company, also of Indianapolis.

The Computing Cheese Cutter Company, Anderson, Ind., maker of computing cheese cutters and sanitary food covers, has also placed its account with this agency.

Death of A. J. Bailey

A. J. Bailey, who had been advertising manager of The Meyercord Company, Inc., Chicago, is dead. He has been succeeded as advertising manager by H. A. Sass, whose appointment was reported previously. The Meyercord Company manufactures decalcomania transfer products.



ALFRED W. McCANN

Pure Food Expert

formerly of the *N. Y. Globe*, will write his famous
food articles for the

BRONX HOME NEWS

and its sister paper, the *Harlem Home News*.

Mr. McCann's work for the past thirteen years has been one of the outstanding features of New York journalism.

The Alfred W. McCann Pure Food Directory is part of the McCann Service. It consists of advertisements of products and firms whose goods have received the McCann endorsement. The Directory will appear in the Bronx Home News and in its sister paper, the Harlem Home News.

The circulation of each edition is 100,000 copies guaranteed.

Bronx Home News, 371-377 E. 148th St., N.Y.C.

New England—An Ideal Territory To Concentrate On During 1924

"There is a tendency on the part of the manufacturer and wholesaler to undertake distribution over larger territories than can be intensively and economically served. Where too extensive distribution has developed, accounts become scattered, selling costs, advertising, and transportation become extravagant and wasteful."

—from the Government report on
Marketing and Distribution.

Dr. J. T. Dorrance, President of the Campbell Soup Co. recently said: "National advertising without complete distribution is a waste." It is being proved that the only logical method of covering the entire country is to develop the key markets individually.

New England is ideal for intensive cultivation. The entire territory is closely meshed. This enables you to cover the six states with a small sales force and at a low sales cost.

Here are the fifteen markets which give you complete coverage of New England (with the exception of Boston, which is a separate market by itself). You can cover all of them with the group of newspapers listed below. They are the leaders in each of their respective markets.

You will find that the cost of a campaign in these newspapers is comparatively low. You can cover these fifteen live markets at the same cost you would spend to capture a metropolitan market, which would be no greater in sales possibilities than these fifteen centers combined.

PORTLAND, ME., EXPRESS

Daily Circulation 28,400 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,789, P. O.—2c copy
Population 70,000, with suburbs 100,000

MERIDEN, CONN., RECORD

Net Paid Cir. 7,255 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 12,096 A. B. C.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation 11,191 P. O.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM

Daily Circulation 16,643 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS., & MERRICK

Daily Circulation 32,425 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,702 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 64,783 A.B.C.—2c copy
Population 129,563, with suburbs 425,000

WORCESTER, MASS., TELEGRAM

Daily Circulation 80,506 P. O.
Population 193,666, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 25,070 A. B. C.
Serves territory of 140,000

BRIDGEPORT, CONN., POST

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CONN., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CONN., REGISTER

Daily and Sunday Cir. 37,063 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

EACH OF THE NEWSPAPERS here
named is a power in its home
community.

Commercial Truck Company Advertising Increased

The Commercial Truck Company, Philadelphia, electric trucks, has increased its 1924 advertising schedule to include business papers in a half dozen different fields, and also has extended its direct-mail advertising program. PRINTERS' INK is informed by J. B. Reid, advertising manager. A special department has been established for closer dealer co-operation. The program of this department consists of newspaper, outdoor, and direct-mail advertising in dealers' territories.

Hugh M. Smith with Hewitt, Gannon

Hugh M. Smith has joined the staff of Hewitt, Gannon & Company, Inc., New York advertising agency. For the last two years he has conducted an advertising agency business under the name of the Hugh M. Smith Company, New York.

Merck & Company Report Profit

Merck & Company, New York manufacturing chemists, for 1923 report net profits after depreciation, of \$149,918, in contrast with \$360,606 in 1922; a loss of \$699,521 in 1921, and a net profit of \$323,561 in 1920.

Portland, Maine

and its trading zone (within approximately 30 miles) forms the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best markets of its size in the United States.

IN THIS ZONE

the Evening Express

Portland's only three-cent paper!
has, by far, the

Largest Circulation

of any daily paper

Its Portland circulation is equal to
15 out of every 16 homes.

"A Truly Remarkable Coverage"

The Sunday Telegram

Has Largest Sunday Circulation
East of Boston

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

Meriden, Conn., 50,000 Population

Including Wallingford which adjoins—only
six miles from center of Meriden to center of
Wallingford.

The Record

Gives Complete Coverage in the Homes

RECORD advertisers get not only THE LARGEST QUANTITY of CIRCULATION, but the BEST CHARACTER of Circulation as well.

The Record's Milline rate is the lowest in Meriden

Member A. B. C. Since 1915

GILMAN, NICOLL & RUTHEMAN
Advertising Representatives
Boston Chicago

New York

San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1828 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larrabee, Bernard A. Grimes
E. B. Weiss, August Belden
Ralph Rockafellow, Thomas F. Walsh
James H. Collins, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard

Washington: James True
London: Thomas Russell

NEW YORK, APRIL 10, 1924

There Is No Royal Road One of the things that continue to make advertising interesting to the people engaged in it is its absence of doctrine. In most professional work the leaders generalize from their experiences and make a final unailing code from them. In the advertising business we can see many things work and then along comes a man doing exactly the same thing and yet because of some curious phase of human nature it doesn't work in his case. No man can continue to have a single-track mind and stay in the business of selling and advertising. The manufacturer of an automobile belt wraps an extra one in a package, calls it a spare and makes a success. The maker of a shoe lace tries the same thing and it doesn't work. The spare idea speaks the

automobile owner's own language. When it comes to shoe laces, the man who bought an extra pair usually lost it and had formed the habit of going around the corner every time he breaks his lace to have Joe, the bootblack, put a new one in.

Increasing the unit of sale works with tennis balls, but it doesn't work with men's garters; it proves a success with men's soft collars, but becomes a cropper in some other similar field.

The problems of selling and advertising are guaranteed to cure the individual who puts all his faith in dogma. That is why the relation of advertising to sales is a living and growing business. Men in it must have plastic minds and be quick to adapt policies to changing conditions. There is no "best" advertisement, no "only way" to do a thing, no blind adherence to a precedent of fifty or five years ago. There is continual and energetic digging for real ideas, a constant search for new knowledge, an ever-growing study of methods, markets and ideas. There is no royal road to sales and advertising success, but there is an ever-increasing number of men who are giving service based upon study, ideas and constantly changing conditions. And this is the sort of service which makes for real progress.

When to Say "No" The word "no" is so closely associated with the buyer, that the salesman is sometimes liable to forget its place in his own vocabulary.

Many an important order has been lost and much confusion has been caused, because a salesman temporized when he should have promptly refused a request he knew was against the house policy. A recent incident in the tire industry reported in the "Firestone Non-Skid" emphasizes the point. The buyer wanted to be sure he was getting the very lowest price. He had asserted that if he wasn't given a certain concession he would give the order to a competing house. The sales-

man lost his nerve. He was afraid to risk the issue. He forgot the word "no." Instead, he took what seemed the easy way out and said: "I'll wire the home office and see if they'll take the business on those terms." The buyer was naturally at once suspicious that the salesman could make him a better offer. Else why would he even think of taking it up with the office? When the salesman came back later with a politely worded refusal the buyer still held out. The salesman's first hesitation had convinced him that the salesman's proposition was not the best he could obtain if he stuck to his guns. The sale was lost, and the house suffered a loss in prestige because the salesman didn't take a firm stand in the first place.

The inevitable mixups, lost sales and lost positions which eventuate from the weak bluff of "taking it up with the home office" could all be avoided if the salesman would use common sense and say "no" in the first place in the presence of his prospect. He need not say it in an ugly, independent manner, but politely, firmly and as if he meant it to be final. A greater use of the word when it is needed will save much time, trouble and confusion later.

When to Add New Products

One of our college professor friends recently criticized a manufacturer for adding to its family of products. He said this was no time for a manufacturer to bring out a new product. He declared that the business community was still suffering from post-war readjustment and that a concern had no right to complicate our troubles by adding a new article to an already over-burdened merchandise world.

Of course this critic was guilty of a generalization. After all there is no "best time" to bring out a new product. It all depends on the situation in the business under consideration. Now may be the "best time" for a certain

business to add to its line and it may be the worst time for some other concern.

When the war ended, many companies found themselves with vastly increased manufacturing facilities. It was only the part of wisdom for these manufacturers to try to find products that would take up these facilities. For these concerns the best time to add a new product was during the readjustment period. Certainly the Colt's Patent Fire Arms Company could not have selected a better time for launching the Autosan Dish and Silver Cleaning Machine than in the period following the war. It needed something that would utilize its war created equipment and in the Autosan machine it found an article that served this purpose. The dish-washing field is not over-crowded and offers an excellent opportunity for a well promoted product. Many other concerns that were engaged in war manufacturing have in a similar way taken on peace-time products and the resulting sales have more than justified their wisdom.

Manufacturers often face the necessity of adding a product because it seems to be required to complete their lines. It was for some such reason that the Beckwith Company added a gas range to its famous line of Round Oak Stoves. In doing so the Beckwith Company entered a highly competitive field, but it did not make the addition to its family just merely to have a gas range in its line. It did not enter a gas range in competition with other makes until it found one that had distinctive features of its own. This is always a good policy for a manufacturer to follow when he adds to his line.

For much the same reason it seemed advisable for the Mallory Hat Company to begin the manufacture of straw hats. The success with which its venture has met justifies the company's entry into the straw-hat end of the industry.

Then there is the case of the manufacturer who finds it easy to tie a new tail to his advertising

kite. The cumulative effect of his advertising of years enables him to put the new member across easily. That is what the Palmolive Company did when it brought out Palmolive After Shaving Talc. Again a concern will sometimes bring out a new product so as to give a more complete service to its customers or perhaps to satisfy a demand for the old product in a different form. Quick Quaker was inaugurated for this reason. We don't think anyone would criticize the New Jersey Zinc Company for bringing out Mapaz. The product promises to open a vast new market for the manufacturers of paints.

Instances of this kind could be multiplied almost indefinitely. We do not believe that there will ever come a time when manufacturers will not be justified in making additions to their lines. The "proof of the pudding" is that most of these additions when made by old established companies are almost instantly successful.

The Small Business vs. The "Trust" Adolph Gobel, of Brooklyn, whose delicatessen meats have been advertised for years, died Tuesday, March 25. His career reminds us that it is possible for a small manufacturer to achieve success in a line that is supposed to be dominated by the so-called trusts.

He started to make sausage in a very small way about thirty years ago. He had high quality ideals, which he stuck to without wavering throughout his career. Thus his name came to have a meaning for the consumer, which made an excellent foundation for his advertising.

Everyone knows that the meat-packing business is largely in the hands of very large corporations. Very often it is in fields such as this that the greatest opportunities are to be found for the man who wishes to go into business for himself. The very size of the huge corporations keeps them from developing all of the possibilities in the line. They are geared up on such a large scale,

that they can operate only in a big way. Small operations are usually unprofitable. This leaves room wide open for humble competitors to develop specialties. This is the very thing that has happened in the packing business. There are several companies throughout the country that have been built up on such specialties as hams, sausages, bacon, scrapple, poultry, sea foods, etc. To be sure they are small as compared with the giant Chicago packers, but they are large enough and successful enough to sustain the contention here set forth.

Another thing that Adolph Gobel did was to develop an entirely new kind of retail outlet—the delicatessen store. We do not mean that he originated the delicatessen store, as this kind of an establishment existed long before Mr. Gobel's time. But these prepared food stores had their greatest development in this country coincident with Mr. Gobel's business career. He took advantage of their existence to develop them as the best outlet for his prepared meats. The Gobel business, therefore, must be numbered with that long list of manufacturers who created a new type of business for retailers. Today the delicatessen store is second only to the grocery store as an outlet for food, and in some lines it is a better and more satisfactory outlet even than the grocery.

How Hood Rubber Distributes Products

Frederic C. Hood, president of the Hood Rubber Company, Watertown, Mass., on the occasion of new financing of the company recently, stated that it was incorporated in 1896 and with one exception had paid a profit in every one of the last twenty-seven years. Products of the company include rubber boots and shoes, canvas shoes, rubber soles and heels, pneumatic tires, solid truck tires, and hard rubber goods.

"Products are distributed," said Mr. Hood, "by Hood Rubber Products, Inc., a subsidiary sales organization, which has thirty branches throughout the United States. About 70 per cent of the total business of the company is in footwear. The company owns and operates at East Watertown, Mass., the largest single plant in the world for the manufacture of rubber footwear."

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

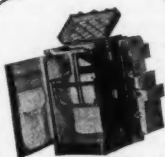
Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chiclet Company

"NOT HOW MUCH, BUT HOW WELL"



GALLICURCI says:



"On my extensive tour I have used all the standard makes of wardrobe trunks, but I find none superior to any other for the reason of its exceptional convenience."

"The Winship Wardrobe is a very handsome, well-appointed, strongly built trunk. But the particular reason why gentlemen and men esteem it beyond all others is because of its exceptional convenience."

It opens with doors, at front and side—doors that swing at a touch. Unlike those trunks that open at the center, the Winship never scrapes the floor, wears the rug or causes one's strength to use. And it stands square in a corner—open or shut, saving floor space.

\$85 \$100 \$125 \$150 \$200 \$250

Sold in New York by Altmann's and Brody Brothers, and by one exclusive dealer in each city elsewhere. For descriptive booklet address—

W. W. Winship & Sons, Inc.
820 Winship Bldg., Utica, N. Y.

Makers of Post Luggage Since 1867

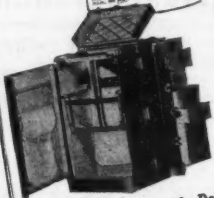
WINSHIP
The Trunk with Doors



MITZI

My dear Mr. Winship:
I am a Winship Wardrobe Trunk and I am so glad to be in your hands. I am sure you will be able to sell me a trunk that will be of great use to me.

Very truly yours,
Mitzi



The WINSHIP opens with Doors
—At front and side

—doors that swing open or shut at a touch. Because of these doors the Winship is recognized by all who see it as the most convenient wardrobe trunk made. Unlike those trunks that open through the center, the Winship never scrapes the floor, tears the rug, or taxes one's strength to use. And — open or shut — it stands square in a corner, saving floor space.

Sold by Brody Brothers and Altmann's in New York, and by one exclusive dealer elsewhere. Retail prices quoted are of the Mainship.

\$85 \$100 \$125 \$150 \$200 \$250

W. W. Winship & Sons, Inc.
820 Winship Building, Utica, N. Y.

WINSHIP
WARDROBE
The Trunk with Doors



The advertising of
W. W. Winship & Sons, Inc., is handled by **Wrightman, Brown & Company, Inc.**

W. W. Winship & Sons, Inc. individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:

NAME	TITLE	WEEKLY MONTHLY	
A. W. Winship	Treasurer	Yes	Yes
P. J. Whitehill	Assistant Treasurer	"	"
Tom Eaton	Sales Manager	"	"

Note: In our advertisement in the March 20, 1924, issue of PRINTERS' INK it was incorrectly stated that the Winship account was handled by another agency. Please correct your records.

Letters from readers of Printers' Ink and Printers' Ink Monthly

Traub Manufacturing Company
PRINTERS' INK is one of the most interesting publications that come to my attention.

It contains many splendid ideas on selling, advertising and merchandising, which are always of interest to me.

After reading, I check articles and pass it to the other executives. Since our organization is not large, the one weekly and monthly copy seem sufficient.

E. E. BROSS,
President.

Gustave Lidseen, Manufacturer
PRINTERS' INK MONTHLY is received by the writer and passes into the hands of Mr. Lidseen and Mr. Samuelson, purchasing agent. We are very pleased with the articles in this publication and find them of great value to us all.

B. E. TAYLOR, JR.,
Sales Manager.

J. F. Schmidt (Makers of "My Mother's" Home-Made Chocolates)

The ideas gleaned from reading PRINTERS' INK and PRINTERS' INK MONTHLY have helped me to make a success of this business.

J. F. SCHMIDT, *Owner.*

Excelso Specialty Works

This is a small company. C. P. Wadley, president, and C. W. Farrar, vice-president, are readers of both PRINTERS' INK and PRINTERS' INK MONTHLY. Your books are full of real help. May your good work continue.

C. P. WADLEY,
President.

Thornton Purkis, Advertising Counsellor

I have earned thousands of dollars by the application of ideas adapted from reading PRINTERS' INK.

THORNTON PURKIS.

White Sewing Machine Company

Our director of sales, Mr. F. M. Payne, reads both PRINTERS' INK and PRINTERS' INK MONTHLY, and we know that he appreciates a good deal of the sales material which can be gathered from the articles in both publications.

The writer reads PRINTERS' INK MONTHLY, and has for several years, and reads it over pretty carefully each and every month, as well as PRINTERS' INK, which is handed to me by our Mr. Payne. We get out a good many bulletins to our sales force and many of our ideas are gathered from items read in PRINTERS' INK.

L. A. WOOLSEY,
Advertising and Sales Promotion Manager.

Service Motors, Inc.

PRINTERS' INK comes to us regularly and is read by several members of our organization. There are many valuable articles in your publications.

G. L. GILLAM,
Sales Manager.

General Butter Corporation

We read PRINTERS' INK and PRINTERS' INK MONTHLY and like them both.

F. C. FOCKELMAN,
Advertising Manager.

Burson Knitting Company

The executives of our organization read your publications with interest and we try to adapt the ideas printed in them to the uses of our own peculiar problems. It gives us inspiration to see what others have done, and while the plans we evolve may not be the same, it is, nevertheless, inspiring to read about what others have done.

N. F. THOMPSON, JR.,
President.

A Hint for Space Buyers and Advertisers

FOR MORE THAN A YEAR
EXTENSION MAGAZINE
(a religious monthly, containing
fiction, household departments, etc.)
has been gaining in circulation at the
rate of nearly 10,000 a month.

200,698 April, 1923

324,000 April, 1924 (estimated)

But the old rate card is still in effect.

Extension Magazine

*The World's Greatest Catholic Monthly
Member of the Audit Bureau of Circulations*

ELLWOOD TANSEY, Advertising Manager
General Offices, 180 No. Wabash Avenue, Chicago

Eastern Representatives

Lee & Williamson, 171 Madison Avenue, New York

Western Representatives

Wheeler & Northrup, 140 So. Dearborn St., Chicago

Pacific Coast Representatives

Henry De Clerque, Inc.

55 New Montgomery Street, San Francisco, Calif.
San Fernando Building, Los Angeles, Calif.

APRIL MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Atlantic Monthly	126	28,362
World's Work	124	27,776
Review of Reviews	119	26,775
Harper's	91	20,593
Scribner's	76	17,238
Our World	70	15,757
Current Opinion	54	12,312
Century	50	11,200
Street & Smith Comb... ..	38	8,530
Bookman	31	6,989
Everybody's	28	6,500
Munsey's	28	6,370
St. Nicholas	28	6,328
Blue Book	19	4,350
Wide World	18	4,200

Flat Size

	Columns	Lines
American	386	55,336
True Story	335	48,029
Red Book	224	32,039
Cosmopolitan	222	31,749
True Romances	203	29,047
Physical Culture	188	26,890
Photoplay	164	23,525
American Boy	106	21,370
Sunset	131	18,870
Motion Picture Magazine ..	130	18,687
True Confessions	124	17,792
Elks Magazine	88	13,444
Success	89	12,850
Boys' Life	74	12,722
Hearst's International ..	87	12,508
Picture Play	81	11,682
Asia	73	10,512
Metropolitan	63	9,045
Real Life	62	8,921
Screenland	60	8,608
Boys' Magazine	35	6,061
McClure's	41	5,928

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues)	759	119,944
Ladies' Home Journal... ..	605	102,904
Harper's Bazar	510	85,691
Good Housekeeping	550	78,698
Pictorial Review	321	64,300
Woman's Home Comp.. ..	357	60,700
McCall's	260	44,329
Delineator	222	37,773
Designer	193	32,894
Hollands	156	29,641
Modern Priscilla	142	24,140
People's Home Journal.. ..	115	19,550
Farmer's Wife	96	18,830

TRAVEL
in good company
via FORBES

You will travel in good company to the executive market of America via the advertising pages of Forbes Magazine. You will have the following business leaders as fellow travellers — passenger list alphabetically arranged — continued from the March 13th issue:

The B. F. Goodrich Company
Great Northern Railway
Guaranty Trust Company
Alexander Hamilton Institute
Harvard University—Bureau of
Econ. Research
Jewett Refrigerator Company
Middle West Utilities Co.
National Cash Register Co.
National City Company.
New York Trust Company
Northern Pacific Railroad
Pierce Arrow Motor Car Co.
Remington Typewriter Co.
Rolls-Royce of America, Inc.
J. E. Sirrine & Co.
South Manchuria Railway Co.
Stone & Webster, Inc.

—to be continued.

When are you going to get aboard?

Write for rates
and accommodations.

FORBES

Member of A. B. C.

WALTER DREY, Vice-President
120 Fifth Avenue, New York

Eastern Manager
FRANK H. BURNS
120 Fifth Ave., New York

Western Manager
H. S. IRVING
Peoples Gas Bldg., Chicago

Financial Advertising Manager
EDWIN V. DANNENBERG
120 Fifth Ave., New York

**Largest Circulation
in
Connecticut's
Largest City!**

NEW HAVEN REGISTER

**CIRCULATION more
than DOUBLE that of
any other New Haven
paper, and steadily
growing**

**More than 38,000 people
buy the Register every
night**

**Enormous Lead
in Advertising!**

**During 1923 the REGISTER led
next nearest paper**

4,323,458 lines

**The REGISTER carried 1,717,583
lines more Local display advertis-
ing than next nearest paper.**

The Register Led Them

**1,345,503 lines National
and
1,260,372 lines Classified
Advertising**

**In Advertising
Register Actually
"Leads by Millions"**

New Haven Register

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

Columns Lines

Woman's World	107	18,255
The Household	78	14,858
People's Popular Monthly ..	75	14,250
Fashionable Dress	76	13,032
Needlecraft	75	12,835
Mother's-Home Life	47	8,395
Child Life	57	8,264
Today's Housewife	32	5,526
Mess. of Sacred Heart (Pg)	19	4,346

GENERAL AND CLASS

Columns Lines

The Spur (2 issues)....	791	132,928
House & Garden	588	93,020
Town & Country (2 is.)	526	88,517
Country Life	348	58,629
Vanity Fair	294	46,490
House Beautiful	287	44,339
Radio News	290	42,640
Popular Mechanics (Pg)	169	38,136
System	250	35,862
Popular Science Monthly	218	31,196
Field & Stream	213	30,529
Normal Instructor	170	28,969
Nation's Business	179	26,385
Outers' Recreation	168	24,151
Popular Radio (Pg)	105	23,520
Arts & Decoration	138	23,236
Garden Magazine	142	21,868
Radio	146	21,546
Scientific American	116	19,886
Science & Invention ...	133	19,597
Outdoor Life	128	18,307
International Studio ...	127	18,126
National Sportsman ...	109	15,637
Theatre	97	15,475
World Traveler	101	14,920
Business	93	13,304
Forest & Stream	86	12,408
Extension Magazine	65	11,329
Motor Life	68	10,823
Rotarian	51	7,522
Association Men	53	7,512

CANADIAN MAGAZINES

Columns Lines

Maclean's (2 March is.)	261	45,758
Canadian Home Journal.	162	28,362
Western Home Mo. (Mar.)	126	22,724
Rod & Gun in Canada..	69	9,946

MARCH WEEKLIES

March 1-7 Columns Lines

Saturday Evening Post	377	64,122
American Weekly ...	61	16,722
Literary Digest	108	16,407
Forbes	74	11,303
Radio Digest	54	10,246
Collier's	46	7,885
Argosy-All-Story (Pg)	25	5,772
Christian Herald	32	5,602
Outlook	39	5,592

Building a Stronger Nation

During the last few months the following leading department stores have conducted Physical Culture Health Weeks under the auspices of Bernarr Macfadden, publisher of PHYSICAL CULTURE MAGAZINE.

It was a matter of comment in these stores that the daily programs offered attracted the better type of customer just as PHYSICAL CULTURE attracts the better type of magazine reader.

The leading stores of other cities are now following the example of these pioneers:

JOHN WANAMAKER, NEW YORK

THE MAY COMPANY, CLEVELAND

JOSEPH HORNE COMPANY, PITTSBURGH

ADAM, MELDRUM AND ANDERSON COMPANY, BUFFALO

McCURDY AND COMPANY, INC., ROCHESTER

CHAPPELL, DYER COMPANY, SYRACUSE

ELDER & JOHNSTON COMPANY, DAYTON

W. M. WHITNEY, ALBANY

M. E. BLATT COMPANY, ATLANTIC CITY

HILLS, McLEAN AND HASKINS, BINGHAMTON

THE BARTON COMPANY, MANCHESTER, N. H.

PHYSICAL CULTURE

1926 Broadway, New York

Chicago

Boston

San Francisco

Seattle

Los Angeles

	Columns	Lines	March 29-31	Columns	Lines
Woman's Weekly	29	5,268	Saturday Evening Post	394	67,116
Life	35	5,011	American Weekly	51	14,032
American Legion Wkly	31	4,490	Literary Digest	84	12,877
Youth's Companion ...	23	4,035	Radio Digest	51	9,666
Judge	19	2,781	Forbes	63	9,639
Churchman	15	2,168	Collier's	36	6,274
Nation	12	1,890	Christian Herald	16	2,878
New Republic	12	1,764	Woman's Weekly	14	2,614'
			Churchman	17	2,333
March 8-14	Columns	Lines	Argosy-All-Story (Pg)	9	2,220
Saturday Evening Post	448	76,254	Judge	11	1,664
Literary Digest	129	19,633			
American Weekly	63	17,535	Totals for March	Columns	Lines
Radio Digest	55	10,326	Saturday Evening Post	2,143	364,418
Outlook	48	6,971	Literary Digest	564	85,372
Christian Herald ...	38	6,587	American Weekly	302	82,920
Life	37	5,320	Radio Digest	260	49,013
Woman's Weekly ...	25	4,533	Collier's	214	36,420
Argosy-All-Story (Pg)	17	4,008	Forbes	207	31,575
Judge	20	2,906	Christian Herald	144	24,526
Youth's Companion ..	15	2,736	Outlook	163	23,382
American Legion Wkly	18	2,640	Life	132	18,978
Nation	17	2,520	Woman's Weekly	102	18,371
Churchman	16	2,211	Argosy-All-Story (Pg)	81	18,314
New Republic	10	1,543	Judge	90	12,875
			Youth's Companion ...	72	12,278
March 15-21	Columns	Lines	Churchman	82	11,564
Saturday Evening Post	518	88,103	American Legion Wkly	79	11,390
Literary Digest	149	22,721	Nation	66	9,240
American Weekly	65	18,042	New Republic	45	6,579
Forbes	69	10,600			
Radio Digest	55	10,402			
Collier's	45	7,665			
Outlook	46	6,619			
Life	40	5,706			
Christian Herald	33	5,619			
Argosy-All-Story (Pg)	15	3,535			
Judge	22	3,242			
Nation	21	2,940			
Woman's Weekly	15	2,743			
Youth's Companion ...	15	2,622			
American Legion Wkly	16	2,418			
Churchman	16	2,265			
New Republic	11	1,729			
March 22-28	Columns	Lines			
Saturday Evening Post	404	68,823			
American Weekly	60	16,589			
Literary Digest	93	14,234			
Radio Digest	45	8,373			
Collier's	44	7,643			
Outlook	29	4,200			
Christian Herald	22	3,840			
Woman's Weekly ...	17	3,213			
Life	20	2,911			
Youth's Companion ...	16	2,885			
Argosy-All-Story (Pg)	12	2,779			
Churchman	18	2,587			
Judge	15	2,282			
Nation	12	1,890			
American Legion Wkly	12	1,842			
New Republic	10	1,543			

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1. The Spur (2 issues) ..	791	132,928
2. Vogue (2 issues)	759	119,944
3. Ladies' Home Journal.	605	102,904
4. House & Garden	588	93,020
5. Town & Country (2 is.)	526	88,517
6. Harper's Bazar	510	85,691
7. Good Housekeeping	550	78,698
8. Pictorial Review	321	64,300
9. Woman's Home Com. ..	357	60,700
10. Country Life	348	58,629
11. American	386	55,336
12. True Story	335	48,029
13. Vanity Fair	294	46,490
14. Maclean's (2 Mar. is.)	261	45,758
15. House Beautiful	287	44,339
16. McCall's	260	44,329
17. Radio News	290	42,640
18. Pop. Mechanics (Pg.) ..	169	38,136
19. Delineator	222	37,773
20. System	250	35,862
21. Designer	193	32,894
22. Red Book	224	32,039
23. Cosmopolitan	222	31,749
24. Pop. Science Monthly.	218	31,196
25. Field & Stream	213	30,529

Announcing a Monthly Feature Article* to Begin in the May **CURRENT OPINION** on **TRAVEL AND COMMUNICATION** aiming to rouse reader interest in:—railroads, steamships, automobiles, trucks, tires, hotels, resorts, telephones, telegraph, radio, and allied interests.

HIS modest "movie" Majesty, Doug Fairbanks, says: "Movement should be the first law of life. If you keep moving, the world cannot land a knockout. Life's punches will strike glancing blows, if you only move fast enough. Remember, Mankind has always been divided between the quick — and the dead!"

You, whose business is *Travel and Communication*, are the folks who keep Mankind moving. You move our goods, our persons and our thoughts, luring them into salutary changes of scene, and hospitably accommodating them between jumps. You are Distributors of Civilization, Creators of Industry, and Promoters of the Health of the Soul.

Each month, in the advertising section of *Current Opinion*, we want to tell the romantic story of your contribution to the well-being of Human Society. And we want to give you an opportunity to parallel that story, and **POINT ITS MORAL**, with data as to where and how and when your splendid services will be available to our family of readers.

Full pages, opposite reading matter about the myriad fascinations of *Travel and Communication*, are now available. Also half pages. Here, we believe, is circulation in the quantity (100,000 net paid guaranteed), and of the quality you need. An impartial analyst has classified 80 per cent of those readers in Group I, that is, Professionals, Commercial Travelers, Merchants and Executives.

June forms close May 1st

** This feature article does not replace the Booklet Listing Service, but is in addition to it.*

CURRENT OPINION

ROMEYN B. SCRIBNER
Eastern Advertising Manager
50 West 47th Street
New York City

EUGENE A. SMITH
Western Advertising Manager
30 North Michigan Avenue
Chicago

FOUR-YEAR RECORD OF APRIL ADVERTISING

GENERAL MAGAZINES

	1924	1923	1922	1921	Totals
American	55,336	52,332	36,054	39,876	183,598
Maclean's (2 Mar. issues)...	45,500	45,175	33,612	37,600	161,896
Red Book	32,039	32,438	29,086	29,641	123,204
Review of Reviews	26,775	31,216	28,688	32,704	119,383
Physical Culture	26,890	31,733	30,983	25,513	115,119
World's Work	27,776	27,776	24,603	27,776	107,931
Atlantic Monthly	28,362	27,463	24,394	24,333	104,552
Cosmopolitan	31,749	28,519	21,508	20,663	102,439
Harper's	20,593	25,229	21,312	25,116	92,250
Photoplay	23,525	21,820	19,950	15,454	80,749
Scribner's	17,238	21,784	16,128	23,016	78,166
Sunset	18,870	16,846	13,790	21,365	70,871
American Boy	21,370	18,872	14,793	15,200	70,235
Motion Picture Magazine	18,687	16,456	14,349	13,156	62,648
Century	11,200	16,716	11,858	16,828	56,602
Metropolitan	*9,045	*13,407	*11,434	16,271	50,157
Hearst's International	*12,508	*12,541	13,443	11,464	49,956
Boys' Life	12,722	9,516	11,096	10,370	43,704
Current Opinion	12,312	14,524	7,417	6,776	41,029
McClure's	*5,928	*9,948	*5,492	15,073	36,441
St. Nicholas	6,328	7,937	8,540	9,156	31,961
Boys' Magazine	6,061	4,790	5,914	5,665	22,430
Munsey's	6,370	4,298	2,898	6,804	20,370
Everybody's	*6,500	*4,189	*3,058	5,174	18,921

*New size.

	483,684	495,525	410,400	455,003	1,844,612
WOMEN'S MAGAZINES					
Vogue (2 issues)	119,944	108,495	88,775	83,796	401,010
Ladies' Home Journal	102,904	94,996	79,954	65,906	343,760
Harper's Bazar	85,691	80,452	60,185	46,774	273,102
Good Housekeeping	78,698	71,035	50,686	47,498	247,917
Woman's Home Companion	*60,700	*51,002	*39,550	45,600	196,852
Pictorial Review	64,300	55,600	32,768	38,790	191,458
McCall's	*44,329	41,708	24,962	20,902	131,901
Delineator	37,773	29,682	28,598	34,865	130,918
†Designer & Woman's Mag.	32,894	24,948	23,513	26,952	108,307
Modern Priscilla	24,140	21,544	20,860	15,810	82,354
People's Home Journal	19,550	17,810	13,000	14,035	64,395
Woman's World	18,255	18,021	14,239	11,950	62,465
People's Popular Monthly	14,250	13,979	11,015	10,071	49,315
Needlecraft	12,835	10,455	10,923	8,627	42,840
Mother's Home Life	*8,395	*8,174	*3,965	10,820	31,354
Today's Housewife	*5,526	*5,449	7,581	5,571	24,127

*New size. †Two magazines now combined.

	730,184	653,350	510,574	487,967	2,382,075
CLASS MAGAZINES					
Town & Country	188,517	180,285	163,339	167,005	299,146
House & Garden	93,020	73,573	62,464	43,329	272,386
Country Life	58,629	53,424	48,856	48,216	209,125
Vanity Fair	46,490	41,819	38,502	26,963	153,774
Popular Mechanics	38,136	33,600	34,888	37,520	144,144
System	35,862	31,853	29,438	34,471	131,624
House Beautiful	44,339	36,346	29,102	20,690	130,477
Field & Stream	30,529	31,919	25,682	23,023	111,153
Popular Science Monthly	*31,196	25,371	18,612	15,948	91,127
Outers' Recreation	24,151	25,132	17,683	18,579	85,545
Nation's Business	26,385	23,938	13,533	16,464	80,320
Science & Invention	19,597	17,981	20,342	20,455	78,375
Theatre	15,475	19,406	13,746	18,300	66,927
National Sportsman	15,637	19,492	15,562	14,667	65,358
Outdoor Life	18,307	17,178	15,489	12,321	63,295
Scientific American	*19,886	*12,999	*7,944	x17,407	58,236
Forest & Stream	12,408	14,282	10,753	6,021	43,464

*New size. †Two issues.

‡Three weekly issues. xFive weekly issues.

	618,564	558,598	465,935	441,379	2,084,476
WEEKLIES (5 March Issues)					
Saturday Evening Post	364,418	334,987	\$205,661	\$204,857	1,109,923
Literary Digest	85,872	90,985	\$64,292	\$85,210	326,359
American Weekly	82,920	68,607	\$61,604	\$43,648	256,779
Collier's	36,420	28,949	\$15,007	\$27,819	108,195
Outlook	\$23,382	22,210	\$27,983	\$27,569	101,144
Christian Herald	24,526	22,354	\$22,614	\$18,135	87,629
Life	\$18,978	20,402	15,643	19,754	74,777
Judge	12,875	15,093	\$3,451	\$8,817	40,236

‡Four issues.

GRAND TOTALS.. 2,481,823 2,311,060 1,803,164 1,820,158 8,416,205

DURING the month of March 1924 the Macfadden Publications, Inc. distributed — among 50,000 newsstands—ten magazines with a gross circulation of 4,000,000, carrying a total of 160,000 lines of paid advertising.

The Little Schoolmaster's Classroom

IT is now the season of the year when vagrant and mischievous breezes from the South sneak in the partly open window to play havoc with new selling ideas.

The girls at the Monarch Waist Company across the street start to congregate again on the fire escapes and gaze off over the tops of the lower buildings to where they suppose the blue begins.

Two of the Schoolmaster's associates have already suggested the advisability of making a first payment on a certain country newspaper they think about each spring, and here it is only eleven o'clock.

* * *

The Schoolmaster has been interrupted again while writing this by a friend who knows where there is a fine little manufacturing plant for sale due to illness of the owner. He forgets what it makes but it is in the most attractive little town in Connecticut and there is a very sporty golf course only 300 yards from the rear entrance.

The Schoolmaster is hardened by now to these springtime fancies, but he feels that a word of warning is in order. Other things being equal, don't start a new business in the spring. Send for a farm catalogue if you must, be nice to the man who tells you that you are just the partner he has long been looking for, but watch your step. Everything looks too rosy in the spring. It is, to be sure, a popular time to embark on the perilous seas of matrimony, and we have known successful men who did start in a new venture along about apple blossom time.

* * *

So forget about that tantalizing zephyr, come back from that mind-journey to far places and think of the summer which is on the way. Ideas planned now can do much to take the slump out of summer. Postpone consideration of that fascinating business-

in-the-country idea until next February.

Watch your step in the spring.

* * *

In a certain sales organization a novel and instructive method has been found by which the faults and foibles of the department are kept in yearly check. Up to now, the plan is highly confidential with no audience save the members of the company in question.

There are, in all, some fifty-five salesmen on the staff, the majority of them seasoned, and each January a prize is offered to the salesman who writes the very best two-act burlesque of what is transpiring in the sales organization. It must be in play form, with plot, characterizations and dialogue, to say nothing of complete stage directions. Any member of the department is eligible.

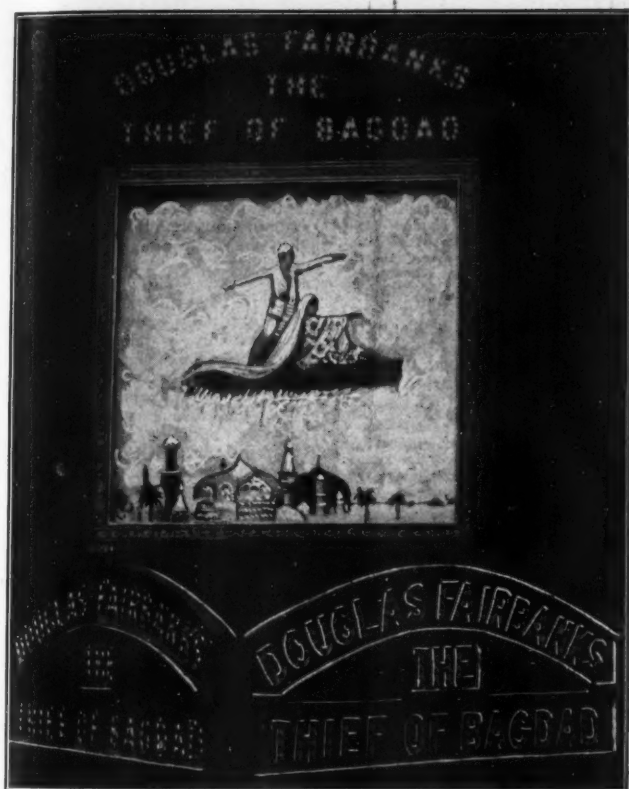
Up to date there have been four of these plays, given on a small stage at the factory, with special scenery and much local enthusiasm. Only those identified with the company are permitted to attend, and in this regard the rules are exceptionally strict.

There is a hidden objective. The plays deliberately set out to "poke fun" at any obvious weaknesses in the organization, the methods of selling, the faults which might be a detriment to getting business.

And the fact that they are tipped with humor, sometimes with a cynical touch, makes these lessons all the more valuable. The sales manager insists that the plays have done more to correct organization troubles than any other attempted expedient.

* * *

Have you been noticing women in street cars, subways, railroad trains and public eating places, going through an odd sort of calisthenics? The movement consists of lifting both hands to the head; then the headgear is grabbed firmly on both sides and is pulled out violently in opposite directions. Next the same pull is given



A Norden display at the Liberty Theatre, W. Forty-second St., New York (Note: At night the clouds roll by while the rug flies through the air)

MAGIC

in Electric Advertising Signs is accomplished by knowing how to combine the selling idea with expert workmanship and dependable materials.

That is what made the above (New York's latest sign sensation) so grand a success.

Paulding's receptacles used exclusively.

Mandico Lamp Sockets Manufactured by

JOHN I. PAULDING, INC.

New Bedford, Mass.

New York Chicago Philadelphia
St. Louis San Francisco

Designed, Built and Erected by

NORDEN COMPANY, INC.

132 West Forty-third Street, New York

WE BUILD SIGNS ALL OVER THE WORLD

Opportunity

Grow into partnership of small and growing Chicago agency. Twelve vigorous active accounts, some just beginning. Originally sold on one-man organization. Largely through their interest, business is expanding. Present owners (3) seek youngish man who can largely pay his own salary by service fee or commissionable business he brings in quickly.

Financial interest possible as soon as we all see it would be mutually agreeable. Agency made money first year, doing better this.

Present ownership gentle—experienced—unusually industrious—and determined to keep overhead (including salaries) considerably below income.

Address "C.," Box 32, care of Printers' Ink, 230 South Clark St., Chicago, Ill.

*a chain store
men's clothing
business needs—*

A young man who writes strong retail copy—

and wants responsibility

A man with proved retail and direct - by - mail experience, energetic, aggressive, imaginative. Young and flexible enough to tune into established advertising policies, old enough to recognize an opportunity which can, if he merits it, assure a permanent expanding future.

Send complete details and examples of recent copy, with some sort of photograph, if possible, at first writing.

Address "W," Box 33
care of Printers' Ink

to the front and back of the hat. Sometimes the procedure is varied by the removal of the hat. The patient places it in her lap, where she begins to tussle with it savagely, as though it was her intention to tear it asunder.

What does this mean anyway? Has the feminine world adopted a new kind of daily dozen, specially prepared to while away the monotonous hours that suburbanites are daily obliged to spend in traveling?

* * *

This hat-and-hands mystery will gradually explain itself, if it is carefully watched. The first thing the observer will note is that it is only women who are wearing new French model hats that are taking millinery calisthenics. Soon he will also notice that all bobbed-hair passengers have not adopted the fad. The Schoolmaster mulled over these two curious facts for several days and at last an explanation dawned upon him. A little inquiry among his friends and a few visits to the millinery departments of large stores, confirmed his suspicions.

It seems that the designers of French hats for this spring are guilty of the queer assumption that all American women have bobbed their hair. The hats are made for the head with shorn locks. As a result the vast majority of women whose hair is still unbobbed are obliged, if they wish to be in style, to wear hats that are uncomfortably small.

* * *

The Schoolmaster has often said that large stores do not handle the things that people want, but rather the things that the store wants to sell. Many times the two things happen to be the same, but often they are not. This ridiculous millinery situation is an example of the Schoolmaster's long-standing contention.

Last week one of the largest stores in New York had only one woman's dress in stock in a certain standard size in the \$50 class. There were plenty of "job" dresses in the store at \$25 and \$30 and an abundance of garments at

"A Scribe"

In the early days of civilization "a scribe" was the advertising man of his time. He was a public writer.

The advertising men & women of today are public writers, who, like the scribes of old, write for the public welfare.

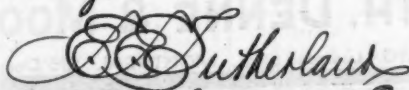
The scribe, or advertising man, is not only a wise man, but a seer who peers into the future.

I have just written an original, interesting & instructive book of 28,000 words, entitled,

"Spiritual History & Destiny."

This book goes a little deeper into the subjects of advertising, commerce, etc., than any one had ever gone.

It takes away dominant autocracy & clothes the advertiser with Christian authority, & his readers with eager receptivity. Price \$5.00 by mail.

 Sutherland

523-4 Story Bldg Los Angeles California

Working Sales Manager Wanted

His first job will be to go out and sell.

Then he will organize a sales force.

Our market is national. Our sales force will be national, but it will be built like the oak and not the mushroom.

Experience in financial and industrial fields will help.

The man selected will have a hard job.

The man who makes good will get what he earns—salary, commission, or bonus—but salary and expenses to start. Address "G," Box 37, Printers' Ink.

A. B. C. Est. 1873

American Lumberman

CHICAGO

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

\$75 and \$80. The first lot was too cheap for the average careful buyer and the second lot was more than the average woman could afford to pay. The saleswoman told the Schoolmaster that she had to let seven \$50 buyers walk out during the day. When asked if she informed the management she said the management was not interested in learning why customers were lost, but insisted that customers be sold what the store had.

The Schoolmaster believes that store is typical. Time and again he has visited department stores for the most simple staples and has not been able to get them. No one seemed to give a hang that a portly, dignified gentleman was walking out of the store unserved and dissatisfied. Is it possible that department stores do not keep "want" books?

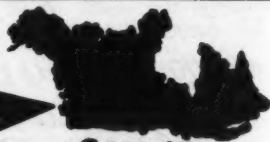
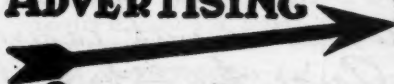
The whole trouble, of course, particularly at the present time, and especially in garment lines, is that department store buyers are devoting too much of their attention to gathering job lots. Naturally the buyer who is blinded by job-lot myopia cannot keep up his stock.

* * *

The widespread desire for better advertising is being evidenced on all sides, every day, but the Schoolmaster happens to know of one particularly significant instance. His physician told a certain well-known New York advertising man that he must pack his little kit and hike for a tropic country if he wished to live.

Forthwith, he bravely fol-

CANADIAN ADVERTISING



CALL IN

SMITH, DENNE & MOORE

LIMITED.

TORONTO - Lumsden Bldg., MONTREAL - 275 Craig St.W.

lowed the doctor's advice, although his savings were slight and he had no job in sight.

Fate and Fortune took him to one of the popular Southern resort towns, where two sizable newspapers are published. The newcomer opened a little one-room service agency to advertisers, writing sample copy, and building specimen displays for such enterprises as were known to be in the market and were users of space.

* * *

He originated a symbol, by which a family of certified advertisements could be known. He applied his knowledge of copy writing and typography to the problems in hand.

Everybody said he would fail. He couldn't make a go of it, because advertisers down in that remote section were not enterprising enough to want anything better than the material to which they had been long accustomed.

On the contrary, they snapped it up instantan, and this man now makes more than he ever did before. He has several dozen active accounts and is adding new ones right along. And the advertising directed by him is attracting State-wide editorial notice.

Quality will assert itself, and it will prevail.

What Canada Spent on Agricultural Publications

The Canadian Department of Agriculture, Ottawa, has issued a report on its publication activities for the 1923 fiscal year. A total of 3,794,150 reports and publications were printed during the year at a cost of \$93,224.

Publishers Autocaster Service Company Appointments

John McNaughton has been appointed manager of the Ohio-Michigan division of the Publishers Autocaster Service Company, Inc., New York. Harry S. Keates is representing the company in Indiana.

Douglas Powell Joins W. S. Kirkpatrick Service

Douglas Powell, formerly with the advertising department of the Portland *Oregonian*, has joined the W. S. Kirkpatrick Advertising Service, Portland, Oreg., in an executive capacity.



I want a job as **Production Mgr.**

Ten years' agency and direct mail experience. Specialized in type layouts and printing costs. Thorough knowledge of all branches of production. Age 28. Highest reference from present and past employers. Salary \$3600.



Address "D.," Box 172, Printers' Ink

EXCEPTIONAL OPPORTUNITY *Western Territory*

We are desirous of securing at once an experienced magazine advertising representative having contact with National Advertisers and important advertising agencies in the Middle West.

The man selected will have exclusive charge of Western Territory with permanent office in Chicago.

The magazine has a national circulation of three-quarters of a million copies.

Salary, office and traveling expenses or will consider mutual arrangement.

Give connections during past six years, age, religion, etc. Communications held strictly confidential.

Address "H.," Box 36, Printers' Ink Weekly.

Want More Sales?

A small direct advertising campaign for one client got 1500 good prospects for \$600. Returns 15%.

Edward H. Schulze, Inc.

More Sales with Less Cost
Woolworth Building New York

EVENING HERALD

Los Angeles, Calif.

Gained 21,696

Daily Average Circulation

Sworn Government Statement, Six Months Ending Sept. 30, 1922, 145,953 Daily. Six Months Ending Sept. 30, 1923, 167,649 Daily. Increase in Daily Average Circulation, 21,696.


It Covers the Field Completely

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.

A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

MULTIGRAPH RIBBONS RE-INKED

 Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 3 Ribbons to be Re-Inked at our expense

W. SCOTT INGRAM, Inc.
Dept. B, 67 West Broadway, New York City

To Publish New Pictorial Sporting Monthly

All-Sports Magazine, an athletic pictorial monthly will make its first appearance with a May issue on the first of that month. It will be published by the All-Sports Publishing Company, Chicago, of which Joe Godfrey, Jr., is publisher and editor, and Robert L. Baird, Jr., is business manager. The page size will be eight and three-quarters inches by eleven and one-half inches and the magazine, while featuring sports and athletics in season, will also carry outdoor stories on hunting, fishing, golf and other sports.

Bank Association Appoints Shumway Agency

The Savings Banks Association of Massachusetts, Boston, has appointed the Franklin P. Shumway Company, advertising agency of that city, to direct its advertising.

"Western Fruit" Takes New Name

Western Fruit, Flowers and Garden is the new name adopted by *Western Fruit*, a monthly magazine published at Seattle, Wash. Walter Andrews is editor and manager.

H. C. Baldwin with "Elks Magazine"

H. C. Baldwin, formerly with *The Butterick Quarterlies*, has joined the Chicago advertising staff of *The Elks Magazine*.

Pacific Steamship Company Appoints Tacoma Agency

The Pacific Steamship Company, Admiral Line, has placed its advertising account with Condon-Milne, Inc., advertising agency, Tacoma, Wash.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd. Chicago

LETTERING and DECORATION

344 W. 28
NEW YORK

RALPH E. DEININGER

LACKNA
ADVERTISING DESIGNER 47+9

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Marland Refining Company Changes

Wesley I. Nunn, formerly assistant to the director in charge of marketing of the Marland Refining Company, Ponca City, Okla., has been appointed assistant manager of its branch sales department. This department is the retail end of the Marland company's business and includes filling and distributing stations in Oklahoma, Missouri and Kansas. While retaining certain advertising supervision, Mr. Nunn will be succeeded by Frank D. Brimm, his assistant for the last year.

Harold Slocum with Donovan-Armstrong

Harold Slocum has joined the staff of Donovan-Armstrong, Philadelphia advertising agency. He was for several years with the Curtis Publishing Company at that city and more recently has been head of the Advertisers' Service Company, also of Philadelphia.

Toy Tinkers Appoint Potts-Turnbull

The Toy Tinkers, Evanston, Ill., manufacturers of toys, have placed their advertising account with The Potts-Turnbull Company, Chicago advertising agency. Women's and children's magazines and business papers will be used.

Baltimore Advertising Club Honors C. R. Wattenscheidt

C. R. Wattenscheidt, counsel of the Baltimore Advertising Club, has been appointed acting vice-president. This appointment fills the vacancy caused by the death of Daniel E. Derr who had been vice-president.

S. E. Roberts Joins Wildman Agency

Steffan E. Roberts, for the last three years with the copy staff of N. W. Ayer & Son at Philadelphia, has joined The Wildman Advertising Agency, New York, as an account executive.



Howell Cuts
for housewives
direct mail and
other advertising
ask for proofs
Charles E. Howell • Fisk Building • New York

More Results For Less Money

ON large runs, Artgravure is usually more economical than other forms of printing.

That plus the greater results Artgravure usually produces explains why large advertisers are using it.

Ask for Our Booklet

ART GRAVURE CORPORATION

ART
GRAVURE
Pictorial Printing

NEW YORK CLEVELAND
406 WEST 31ST ST. PLAIN DEALER BLDG.

SLIDE-VERTIZE

We Make MOVIE SLIDES
for Scores of

Nationally Advertised
Products

for Use in Local Theatres
by Local Dealers

Ask for details

STANDARD SLIDE CORP.
209 W. 48TH ST., New York

**COLOR,
PERMANENCE AND
ECONOMY**

PAINTED OUTDOOR ADVERTISING

*We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.*

KIMBALL SYSTEM
LOWELL - MASS.

Mailing List of 75,000 Nebraska Farm Owners

We have access to a newly compiled, select list of 75,000 Nebraska farmers who own and live on their own farms. This list is guaranteed 98% correct. The farmers of this state harvested a big corn crop—sold it for a good price—other agricultural conditions are equally good. Full information and price can be obtained by writing to
Buchanan-Thomas Advertising Co.
617 Peters Trust Bldg., Omaha, Nebr.

WANTED

An Art Director who by experience and training is qualified to direct group of artists in well established art studio in New York.

Immediate connection.

Address "J" Box 178, P. I.

Can You Use—

a worker who has been successful for 17 years in these lines:

Retail

Seven years a dealer in general merchandise, large and small towns.

Wholesale

Catalog, direct mail, sales promotion with leading concerns.

Manufacturing

Advertising director for firm doing a national business.

Agency

Copy, idea, merchandising for agency with diversified accounts.

Dealer Field

Accurate knowledge of every detail of retail merchandising. Prefer Chicago location. Highest references. Now employed.

Address: "A," Box 30, care of Printers' Ink

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of **PRINTERS' INK**, published weekly at New York, N. Y., for April 1, 1924.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of **PRINTERS' INK** and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, **Printers' Ink Publishing Co.**, 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: **Printers' Ink Publishing Co.**, 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.; Irving Bank-Columbia Trust Company, Trustees for Arline N. Romer and John Irving Romer, Jr., 358 Fifth Ave., New York, N. Y.

3. That the known bondholders, mortgages and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 1st day of April, 1924.

MABEL J. JORDON,
Notary Public, No. 167, New York County.
(My commission expires December 24, 1924.)

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, PUBLICATIONS, Etc., of all kinds. First-class work; real service; country prices. For samples of work see *The Hat Industry*, 392 Broadway, or *Shoe Findings*, 200 Broadway, New York. Also others. Two hours (67 miles) from New York. STRYKER PRESS, Washington, N. J. Phone 100.

\$15,000 buys established advertising agency, in West Virginia, operating own printing plant; gross income over \$39,000 in 1923; principal owner retiring on account of health. Box 487, P. I.

SMALL AGENCY WANTED

willing to buy outright business of small recognized advertising agency. Address Box 486, P. I.

PUBLISHERS OR INVESTORS—An established weekly Radio Publication, exclusive field, enthusiastic following, desires the capital or publisher's co-operation to enlarge its scope. Phone for interview. Radio, Bowling Green 7840.

BUSINESS PUBLICATION WANTED
An EFFICIENT SPACE SELLING ORGANIZATION covering the East is prepared to represent on straight commission; also would consider purchasing a publication outright or in part. Box 500, Printers' Ink.

EXCEPTIONAL MAILING LIST
To keep my office organization together during dull season will address your envelopes or circulars from my mailing list of 350,000 business men and firms (not retailers or merchants). \$6 per 1,000 includes hand addressing. George Dugdale, 51 Gunther Bldg., Baltimore, Md.

A Well-Thought-Of Commercial and Color Printing House, in downtown Chicago, needs the services of a mature man who is primarily a thoroughly experienced and successful printing salesman. He must have a Chicago clientele as the nucleus for at least \$50,000 additional business, which we will expect him to bring to us.

He may, or may not, wish to invest with the present owner-manager of this splendid plant rendering a complete Art, Copy and Printing Service, with equipment, including ten cylinders and jobbers and bindery—a larger business than one man can easily direct.

Should you know a man who can fill the above requirements, you will do him a favor by calling his attention to this ad. Address Box 484, Printers' Ink.

Ask for your copy of our Bulletin at your home address. Harris-Dibble Company, 345 Madison Ave., New York City.

Would like to meet prospective partner to start advertising agency. Write in confidence for interview. Box 520, Printers' Ink.

Advertising Agencies—Attention

Fast-growing weekly fraternal newspaper, averaging 22,000 circulation, desires representation in Chicago, New York, Atlanta. Keystone American, Suite 903 Empire Bldg., Pittsburgh, Pa.

PUBLISHERS' REPRESENTATIVES EVERYWHERE

Old, established trade-paper with 30,000 circulation wishes to obtain successful publisher's representatives in all cities of the country, to follow up leads developed by aggressive sales-letter campaign. Liberal commission with special bonus for business brought in during first three months. Box 488, Printers' Ink.

PRINTING

McHarg Davenport, for the past four years vice-president and general manager of the Glen Cove Press at Glen Cove, Long Island, announces the opening of a new plant—the Davenport Press, at Mineola, Long Island. Mineola is out forty minutes from New York by the Long Island R. R. and has daily motor truck deliveries. Thanks to its out-of-town location the Davenport Press enjoys a comparatively low overhead which it is glad to share and pass on to its customers. To fill in the gaps occasioned by our moving from Glen Cove, a limited amount of legal, book and direct-by-mail printing is solicited from established concerns seeking first-class printing at a fair price. The Davenport Press, Mineola, Long Island. Tel. Garden City 2192.

HELP WANTED

ADVERTISING REPRESENTATIVE

—Quarterly fashion publication, catering to class circulation, desires to make advertising arrangements. Write Box 489, Printers' Ink.

WANTED—Young man experienced in Western territory, to represent New York fortnightly publication. Give full particulars. Communications confidential. Box 505, Printers' Ink, Chicago Office.

AGGRESSIVE SIGN SALESMEN

are offered an unusual opportunity by the manufacturers of the celebrated Stenpho Process Metal Signs in territories not now adequately covered. Stenpho Signs are made by a new process and are beyond competition. For particulars write The Stenpho Co., Dayton, Ohio.

Wanted—District representatives on commission in Boston, New York, Cincinnati and Chicago for a Canadian Radio Trade Journal. Quick-selling proposition. Leads furnished. Write fully. Box 509, P. I.

EDITOR WANTED

Must have had successful record with Business, Trade or Class paper; exceptional opportunity. Address A. J. Haire, 1170 Broadway, New York City.

Advertising Solicitor Wanted—Acquainted with dry goods and textile trades for prominent trade paper. Proven successful record in similar positions essential. Salary and commission basis. Address Box 497, P. I.

WANTED—Experienced Salesman to travel North Carolina and sell lithographing, printing, blank books and other products of a complete graphic arts house. Tell all and sell us your services in first letter. Winston Printing Company, Winston-Salem, N. C.

ADVERTISING SALESMAN

Experienced selling high type service; for publicity service to professional men in New York, Pennsylvania, New England; live leads available; opportunity earn \$6,000—\$10,000; drawing against commission. Box 493, Printers' Ink.

MAIL ORDER MANAGER

to take complete charge of mail-order company. One who has had a wide and successful career in selling by mail and in the preparation of mail-order advertising and follow-up matter. In replying, outline experience and salary desired. Box 508, Printers' Ink.

Wanted—Sales Correspondent

A large manufacturing firm has opening for young men who have had experience in handling sales correspondence and inside sales detail work. State experience, age and salary desired. Prefer applicants residing in vicinity of New York or Philadelphia. Box 485, P. I.

ADVERTISING MANAGER

Finance Company with out-of-town branch offices seeks the services of an experienced man of resourcefulness and energy, with the ability to write and direct advertising and publicity, to write compelling copy, plan effective layouts of classified ads, display ads, circular letters and folders.

Write, do not call, stating age, experience, salary expected, and give references. Address Room 811, 135 Broadway, New York City.

ADVERTISING REPRESENTATIVE

Magazine man, 35-40 years, with at least five years' experience, who has contact with national advertisers and prominent agencies of the Middle West. Successful candidate will have exclusive charge of Western territory, with permanent office in Chicago. The magazine has a large national circulation. \$4,500 plus office and traveling expenses. Selective Personnel Service, Inc., 30 East 42nd Street, New York City.

WANTED—Advertising Solicitor. Write experience and references. Ann Arbor Times News, Ann Arbor, Michigan.

ENGLISH PUBLICATION, well known in America, desires active direct representation in New York by someone in a position to develop the considerable volume of business awaiting it in the near future. Box 511, Printers' Ink.

Wanted—Advertising Man to manage classified department. Write experience and references. Times News, Ann Arbor, Michigan.

WANTED—SALESMEN

We specialize in the manufacture of Metal Tacker and Flange Signs, and can take on a few more salesmen, selling on commission only. Grimm Metal Sign Corporation, 700-02 South 18th Street, St. Louis, Mo.

POSITIONS WANTED

Salesman—Markedly successful in selling to advertising managers and agencies in New York and Philadelphia, wants to represent you in Philadelphia. Box 494, Printers' Ink.

Young Man—6 yrs. exp. in publishing, incl. editorial, adv., corres., make-up, etc., wants to associate with organization where opportunities are considerable. Box 492, Printers' Ink.

ARTIST

Young man with agency and newspaper experience wishes to connect with concern in New York City or vicinity. Box 491, Printers' Ink.

Young Man—Five years' experience in production field seeks opportunity with advertising agency as production man or as assistant to advertising manager. Good references. Box 495, Printers' Ink.

Space Buyer—Assistant Space Buyer or assistant to busy account executive, young man 25 years old, 9 years' agency experience, will travel out of town, salary secondary. Box 502, Printers' Ink.

COPY WRITER

Extensive experience big N. Y. agencies and as adv. mgr. large mfr. Box 503, Printers' Ink.

ARTIST

Layout and Pen-and-ink figure man with wide experience is open for connection. Box 517, Printers' Ink.

Circulation Manager

desires to change position. Circulation worth getting. I can produce goods for you. I produce it for others, have been circulation manager for fifteen years, and at present on the job. However, I wish to make connections with some paper in Louisiana, Florida, California, or Texas. Let me prove to you that I can produce. Best of references furnished. Box 513, Printers' Ink.

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Young man, experienced advertising solicitor and research statistician, and an adept writer, seeks position as copy writer; college graduate, but nevertheless capable, intelligent and adaptable. Box 515, P. I.

TECHNICAL ADVERTISING EXPERIENCE

with nationally known manufacturers. Now in another advertising field. To keep technical contact offer part-time service. Box 519, Printers' Ink.

ADVERTISING MANAGER, 27, university graduate, wide experience various lines, seeks desirable opportunity. Can take complete charge. \$50 per week. Box 518, Printers' Ink.

COPY WRITER

Young woman with publicity and advertising experience desires connection with good opportunity. Box 499, care of Printers' Ink.

Mailing & Multigraph Expert—Young man, thoroughly familiar and competent to handle a direct-mail department, with 8 years' experience as manager of mailing, addressing and multigraphing, desires connection. Address Box 498, P. I.

COPY SERVICE—by

a man of 10 years' experience writing for big New York clients. Direct-mail or space campaigns for advertisers, agencies or publishers. Box 514, P. I.

CREATIVE ARTIST—Excellent illustrator, letterer and designer with wide experience. Has laid out and executed national campaigns. Fast and versatile—would sacrifice on salary for immediate connection. Married. Now in the middle west. Box 506, Printers' Ink.

Advertising Salesman—16 years solicitor and manager; reliable, resourceful worker and producer, open for engagement. Wide, favorable acquaintance New York and Eastern agencies and advertisers; familiar Western territory; best references; letters confidential. Box 512, P. I.

NARRATIVE AND DRAMATIC COPY ON SPARE TIME BASIS

My long experience as copy writer and layout artist with Ruthrauff & Ryan, McCann Co., American Litho Co. should interest those buying copy and layouts on free-lance basis. A. Wofor, 135 South 11th St., Newark, N. J.

COPY AND PUBLICITY

Five years' experience in publicity promotion agency copy work and as advertising manager for national concerns, with record of result-getting campaigns. College graduate, 27, now available. Box 510, Printers' Ink.

What About This Fellow?

Detoured

but looking for the right road

Age 28. Good education. Five years' selling automotive jobber, dealer service station. Knows trade Eastern Penna., N. J. Desires to work out of Phila. representing manufacturer.

Address Box 490, Printers' Ink

WE CONNECT THE WIRES

OVER TWENTY YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in advertising, publicity and sales departments of trade journals, agencies, mercantile and manufacturing concerns. Registration free; no charge to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LDG., SPRINGFIELD, MASS.

RADIO EXECUTIVE

Will my few years' radio experience in engineering, manufacturing, organizing and merchandising interest you? Now successfully merchandising for large chain stores firm. Open for attractive proposition. Box 501, Printers' Ink.

PRODUCTION MAN

Thoroughly experienced with agency routine and with a complete understanding of printing, engraving, electrotyping and layout work. A young man who has had 4 years' experience, prefers New York agency. Moderate salary. Box 516, P. I.

Creative, layouts and designs, quick roughs in black and white or color; modern advertising art. Good figures, lettering and airbrush work. Twenty years with agencies and large studios. Wages, \$75.00 per 44 hour week or \$2.00 per hour free lance. Address Box 496, Printers' Ink.

Industrial, Agency or Publisher Connection Wanted

in or near New York by a young man possessing more than 10 years' practical sales promotion and advertising experience obtained as a salesman for an engraving house; solicitor for an advertising agency; copy and contact man for a technical publication; advertising manager for a paper house and later for a large business paper advertiser. Capable planner and executor of campaigns from copy to placing. Age 35, married, with family; Christian. Highest credentials. Box 507, Printers' Ink.

A PLUGGER

with Personality—plus experience in purchasing, advertising, printing, office management and editorial writing. Brains though not superficial brilliancy. A background of education and experience unusual in its diversity. It would take a page to give details.

Can prove my value as advertising and purchasing manager (or assistant), executive secretary of a trade association, or as contact man. Start me at \$5,000 a year and I will prove that I am worth more in a very short time. Box 504, care of Printers' Ink.

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The "ROAD TO BOSTON" soon will need a traffic cop

Below you will find reproduced a self-explanatory editorial which appeared in The Boston Herald on Saturday, March 29, 1924

A Herald Record

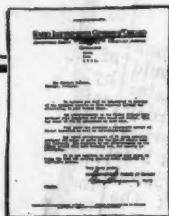
In spite of leaving out six columns of advertising—all that we could arrange to carry over to a later day—The Herald printed yesterday morning 180.3 columns of advertising, which is the largest in its history. And we are always prepared to acknowledge the truth of the late John Wanamaker's observation that advertising is the most interesting part of a paper. We are glad to know that our two chief morning contemporaries are doing a good business, too, their advertising lineages yesterday morning standing respectively at 168.1 and 158.3 columns—figures that are only slightly below our own, as they have been for each of the six mornings of this week. This, too, makes another record for The Herald.

The road to buying Boston lies through the advertising columns of the Herald-Traveler. More and more, national advertisers are discovering that this way is the beaten path to success. May we not send you, gratis, "The Road to Boston" and "Mistress Boston Goes to School," two informative booklets that should be in the hands of every thoughtful advertiser.



BOSTON HERALD-TRAVELER

CHICAGO TRIBUNE SELLS RADIO APPLIANCES



"OUR advertisements in *The Sunday Tribune,*" writes the Radio Instruments Company of Chicago, "have produced more inquiries and more sales per dollar, than any other of the 22 newspapers we have used.

"Your paper has produced a remarkable amount of dealer inquiries as well as individual orders.

"One small advertisement of 90 lines actually produced 126 sales of parts for the \$12.50 single tube set featured. The response to our advertisement on the higher priced five tube Cockaday set, was equally gratifying.

"We do not hesitate to recommend your paper as being the best for selling quality radio apparatus at legitimate prices."

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Send for New Booklet

"Radio Sales and The Chicago Tribune"

Mailed Free on Request

